AMITY SCHOOL OF COMMUNICATION

**Programme Structure and Curriculum
Under
Choice Based Credit System**
MA (J&MC)
2018

(Applicable for I & III Semester for Academic year 2019-2020)

AMITY UNIVERSITY RAJASTHAN
JAIPUR

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

Components	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70-50

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

Master of Journalism Mass Communication

MA (J&MC) Credits PG (2 years/ 4 semesters)						
Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Total
I	21	-	4	-	-	25
II	15	4	4	3	-	26
III	12	4	4	3	6	29
IV	3	4	-	-	18	25
Total	51	12	12	6	24	105

MA (J&MC)

Semester I

Code	Course	Category	L	T	P/FW	Credit Units
MJM 101	Introduction to Mass Communication	CC	3	-	-	3
MJM 102	Print Journalism - Reporting and Editing	CC	3	-	-	3
MJM 103	Basics of Advertising	CC	3	-	-	3
MJM 104	Foundation of Film Production	CC	1	1	2	3
MJM 105	Basic Photography	CC	1	1	2	3
MJM 106	Indian Political System	CC	3	-	-	3
MJM 107	Development Communication	CC	3	-	-	3
BCS 111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioural Science - I	VA	1	-	-	1
FLN 111 FLG 111 FLS 111 FLC 111	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
Total						**25**

MA (J&MC)
Semester II

Code	Course	Category	L	T	P/FW	Credit Units
MJM 201	Broadcast Journalism	CC	2	-	2	3
MJM 202	Computer Applications	CC	1	1	2	3
MJM 203	Public Relations	CC	2	-	2	3
MJM 204	Media Research-I	CC	1	2-	-	3
MJM 205	Event Management	CC	2	-	2	3
BCS 211	Communication Skills – II	VA	1	-	-	1
BSS 211	Behavioral Science – II	VA	1	-	-	1
FLN 211 FLG 211 FLS 211 FLC 211	Foreign Language – 2 French II German II Spanish II Chinese II	VA	2	-	-	2
	Open Elective II	OE				3
MJM 206	Advance Advertising	DE	3	1	-	4
MJM 207	Advance Film Making		2	1	2	
MJM 208	Advance Photography		2	1	2	
Total						**26**

Semester III

Code	Course	Category	L	T	P/F W	Credit Units
MJM 301	Corporate Communication	CC	2	-	2	3
MJM 302	Media Research II	CC	2	1	-	3
MJM 303	Social Media	CC	2	-	2	3
MJM 304	Print, Web and Advertising Design	CC	1	1	2	3
MJM 305	Summer Project	NTCC	-	-	12	6
BCS 311	Communication Skills – III	VA	1	-	-	1
BSS 311	Behavioral Science – III	VA	1	-	-	1
FLN 311 FLG 311 FLS 311 FLC 311	Foreign Language French III German III Spanish III Chinese III	VA	2	-	-	2
	Open Elective III	OE				3
MJM 306	Political Journalism	DE	2	2	-	4
MJM 307	Television Journalism		2	1	2	
MJM 308	Documentary Production		2	1	2	
MJM 309	Media Marketing and sales		3	0	0	
Total						**29**

Semester IV

Code	Course	Category	L	T	P/FW	Credit Units
MJM 401	Media Laws and Ethics	CC	3	-	-	3
MJM 402	Internship	NTCC	-	-	-	10
	Professional Project (any one) + Research Paper Presentation	NTCC			12	8= 6 for Project +2 for Research Paper Presentation
MJM 403 MJM 404 MJM 405 MJM 406 MJM 407 MJM 408 MJM 409	Professional Project (Radio) Professional Project (Television Journalism) Professional Project (Print) Professional Project (Advertising) Professional Project (Public Relations and Events) Professional Project (Photography) Professional Project (Film and TV Production)					
MJM 410	Final Cut Pro	DE	1	1	4	4
MJM 411	Media Readings and Workshop (Online Journalism)		-	2	4	
MJM 412	Digital Marketing		2	1	2	
Total						**25**

LIST OF OPEN ELECTIVES MJMC

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
II	MJM 205	Event Management	2	-	2	3
III	MJM 301	Corporate Communication	2	-	2	3
		Total Credits				**6**

INTRODUCTION TO MASS COMMUNICATION

Course Code	L	T	P	Credit
MJM 101	3	-	-	3

Course Objective:
Mass Media, as a practice, has developed immensely. There has been a corresponding change in the way the role of mass communication has been understood. This course aims at introducing students to the basic concepts, tools and role of communication. Communication models and their theories will also be discussed during the course.

Course Contents:

Module I: Introduction to Communication
Process and elements of communication
Types and Tools of communication: Characteristics, Strengths and Limitations
- Traditional Media
- Print Media
- Radio
- Television
- New Media
Levels of communication: individual, group, organizational, mass communication, international and inter-cultural
Functions of communication
7 Cs of effective communication
Barriers to effective communication

Module II: Models of Communication
Aristotle Model
Harold Lasswell Model
Shannon and Weaver model
Charles Osgood Model
Westley Maclean's Model
Newcomb Model
Dance Model
George Gerbner Model

Module III: Theories of Communication
Agenda Setting
Uses and Gratification Theory
Innovation Diffusion Theory
Social Responsibility Theory
Knowledge Gap
Spiral of Silence

Module IV: Visual Communication
Meaning of Visual Communication
Visual Technologies
Definition and types of images
Elements of Design
Principles of design
Role of visuals in communication.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:
1.   Kumar Keval J (2007) (3rd edn), Mass Communication in India, Jaico Publications, Delhi.

2. Stone Gerald, Singletray, Michael & Richmond P. Virgina (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications, Delhi
3. Baran J Stanley & Davis K Dennis(2002) (2nd edn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd, Singapore
4. Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House, Bangalore
5. Denis Mc Quail (2005) (5th edn) Mc Quail's Mass Communication Theory, Vistaar Publications, New Delhi
6. Vir Bala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication, Concept Publication Company, New Delhi

PRINT JOURNALISM – REPORTING AND EDITING

Course Code	L	T	P/FW	Credit
MJM 102	3	-	-	3

Course Objective:

The course will introduce students to the history of the Indian press, and familiarize them with the organization of the newsroom and news flow. During the course, they will learn the basics of news reporting and editing. They will also learn the principles of design and the finer points of newspaper and magazine layout. Besides this, they will be introduced to news agency and magazine journalism. The lectures will be backed by classroom assignments.

Course Contents:

Module I: History of Press in India
Press in pre-independent India
Role of English and Vernacular Press during Freedom Struggle
Press in India from Independence to Emergency
Changes in media after Emergency
Growth of Indian news agencies

Module II: Newsroom
Structure and hierarchy
Qualities and responsibility of a reporter
Role and functions of a copy editor
News Flow
News Agencies

Module III: Reporting
What is News, Kinds of News and Sources
System of Beats
Elements of News (5Ws & H)
News Lead and types of Leads
Structure of News Report – Inverted Pyramid
Art of Interview
Covering a press conference
Writing from press releases

Module III: Editing
Basics of Editing
Headline Writing
Clubbing
Caption writing
Rewriting
Style Guides

Module IV: Layout and design
Photo-editing: Choosing a picture, Creative cropping
Principles of design and its objectives
Tools and techniques of layout designing
Front page make-up
Types and typefaces
Use of white space in layout designing
Importance of dummy

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

1. Rich, C. (2000). Writing and Reporting News: A Coaching Method (3rd ed., instructor's ed.). Belmont, CA: Wadsworth Pub.
2. Melvin Mencher. (1999) Basic News Writing, (3rd ed.,) Universal Book Stall,
3. Rangaswami. P. (1989) Journalism in India: From the Earliest Times to the Present Day, Sterling Pub.

BASICS of ADVERTISING

Course Code	L	T	P/FW	Credit
MJM 103	2	1	-	3

Course Objective:
This module will help students understand the concepts of advertising. The students will understand the advertising scenario in India, organizational structure, and different types of advertising. . Students will have an opportunity to explore various creative fields involved in making advertisementsThe unit will stress on the core concepts like Digital technologies , Market , Social media , Segmentation, targeting and positioning. Students will learn the strategy that goes behind creation of an ad.

Content:

Module 1:
Introduction to advertising
History of advertising
What is advertising
Evolution of advertising
Functions and Types of advertising
Relation between advertising and marketing

Module 2:
Advertising agencies
Role and functions of different departments
Work flow in advertising agencies
How agencies earn revenue

Module 3:
Advertising in current scenario
Role of digital technologies
Online and Social media advertising

Module 4:
Understanding Market
Understanding Target audience
Understanding consumer behaviour
High/Low Involvement Products
Segmenting , Targeting , Positioning (S T P)

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	70

Text & References:

1. · Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
2. Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
3. Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
4. Thomas, C., & Guinn, O. (1999). Advertising (1st ed., p. 694). South-Western College Pub.

FOUNDATION OF FILM PRODUCTION

Course Code	L	T	P/FW	Credit
MJM 104	1	1	2	3

Course Objective:
This course focuses on the usage of cinema techniques. Students will be introduced to principles and methodology of filmmaking. An attempt to understand the technical as well as the artistic aspects of film making will be made.

Course Contents:
Module I: History of Films
Evolution of film
Black and white cinema
Silent films
Spoken film
Colour film

Module II: Components of Camera
Basis parts of a camera
Camera angles and shots
Terminology – shot, scene, sequence
Camera supports

Module III: Nature of Light and Cinematography
Natural and artificial light
Nature of light
Three point lighting

Module IV: Stages of Production
Pre Production
Production
Post Production

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:
1. Grammar of the Shot 3rd Edition by Christopher J. Bowen (Author), Roy Thompson (Author)
2. *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus*
3. Thompson K and Bordwell, D, (1994) *Film History—An Introduction*, Mc Graw-Hill
4. Michael J. Arlen, The Camera Age

BASIC PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
MJM 105	1	1	2	3

Course Objective:
Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this course. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. Among other things, the students will learn about different kinds of cameras, lenses and composition. They will be required to translate this learning into practice through assignments and projects.

Course Contents:
Module I: Introduction to Photography
Photography – Introduction, Scope, Uses
Human Eye and Camera
Photography in Mass Media
Light in photography – Art and Science
Exposure Triangle – Aperture, Shutter Speed, ISO, Depth of Field
Historical Background, Stages of Development
Working of Film Photography (B/W and Colour), Dark room practices

Module II: Camera & Accessories
Types of Cameras: Pinhole, View Camera, TLR, SLR, Digital
Parts of Camera
Kinds of Lenses
Kinds of Film
Camera Accessories
Studio Accessories
Camera and Lens Care

Module III: Composition and Framing
Composition and its Rules
Types of Photography – Portraits, Wildlife Photography, Nature and Landscape Photography, Night photography, Photo-journalism, Sports Photography, Fashion Photography.
Breaking the rules – Experiment Photography, Long Exposure
Review on photographs

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:
1. Bleyen, M. (2012). Minor photography: Connecting Deleuze and Guattari to photography theory. Leuven, Belgium: Leuven University Press.
2. Deshpande, B. (2007). Photojournalism. New Delhi: Sonali Publications.
3. Digital Photography School - Digital Photography Tips and Tutorials. (n.d.). Retrieved July 21, 2015, from http://digital-photography-school.com/
4. Kopelow, G. (1998). The focal handbook of commercial photography. Boston: Focal Press.
5. Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.
6. Langford, M., & Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
7. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
8. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
9. Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New York: Museum of Modern Art ;.
10. Stout, H. (2011, April 1). Father of modern photography. Cobblestone.

INDIAN POLITICAL SYSTEM

Course Code	L	T	P/FW	Credit
MJM 106	3		-	3

Course Objective:
Before stepping out into the field of mass communication and journalism, students need to have basic knowledge of Indian polity and economy. This course will familiarize them with important issues related to polity and economy.

Course Contents:

Module I: Overview
Basic understanding of the Indian political system.
Political parties and groups in power at the centre and states
Coalition politics, multiparty and two-party systems
Parliamentary versus presidential form of government, federal and unitary government
Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, separatism,

Module II: Constitution
Making of Indian Constitution, philosophy, unity in diversity
Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship
Key amendments of the Constitution (flexible or rigid?)

Module III: Legislatures
Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences
State legislative assemblies and legislative councils
Election Commission, powers and structure, model code of conduct, election process
General elections, midterm election, constituencies
Electoral reforms

Module IV: Executive
President:, election and powers
Prime minister and council of ministers
Governor-powers, functions, responsibilities, relations with Central govt.
State Governments, chief minister and state council of ministers
Centre-state relations

Module V: Judiciary
Supreme Court, appointment of Chief Justice of India
High Courts and lower courts
Special courts

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:
1. Newspapers, Magazines, Online literature, Journals

DEVELOPMENT COMMUNICATION

Course Code	L	T	P/FW	Credit
MJM 107	3	-	-	3

Course Objective:
This course will develop an understanding of developmental issues in the mind of students and will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators.

Course Contents:

Module I: Concept and indicators of development
Definition, meaning and process of development
Characteristics of underdeveloped and developed economies
Ingredients (5Ms) of development and money generation
Indicators of development

Module II: Development Theories
Theories and paradigms of development – unilinear and non-unilinear theories/paradigms.
Dominant Paradigm of development
Trickle down theory
Diffusion of Innovation
Theory of Magic multiplier and localized approach

Module III: Development issues
Health and Family Welfare
Women empowerment
Literacy & Education
Unemployment
Watershed management
Participation in development
Advancement in farming and alternative employment
Urban sanitation, Slum development
Tribal development
Wildlife and forest conservation

Module IV: Media and Development
Role of communication in development process
Role and performance of Print, Radio, TV, Outdoor publicity in Indian perspective,
Mobile communication and development
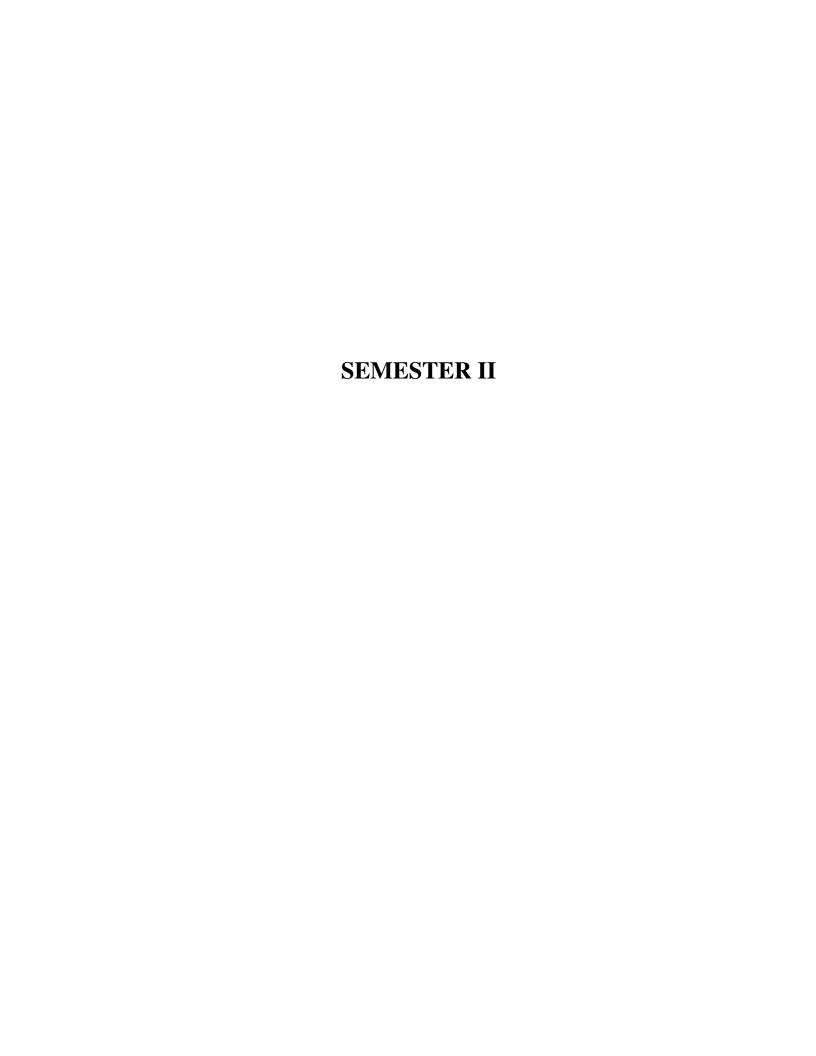NGOs and development

Module IV: Field Trip
Two-day field trip to a village to study development issues
Project: How media helps in development issues

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:
1. Narula Uma Development Communication – Theory and Practice, Har Anand, 1999
2. Gupta V.S. Communication and Development Concept, New Delhi 2000
3. Tewari, I P Communication Technology and Development, Publication Division, Govt. of India, 1997
4. Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi 2001

SEMESTER II

BROADCAST JOURNALISM

Course Code	L	T	P	Total Credit
MJM 201	2	-	2	3

Course Objective:
The course is the integration of theoretical and practical aspects of broadcast journalism in special reference with radio and television. the course topics leads into the technical, literary and semiotics areas of producing content for said platforms. Since majority of the topics are practical heavy and largely involve hands on learning and training within studio, computer labs and fields.

Module I Evolution, Structure and Role of Broadcast Journalism

All India Radio- Organizational structure; FM service; News Service Division Vividh Bharati , External Broadcast Service

Prasar Bharati - Code of ethics for Public Service Broadcast

Private FM Channels & Community Radio

Evolution & Development of TV- Time line

Doordarshan as Public Service Broadcaster

Module II Nuances of Radio Journalism

Radio Newsroom : structure, Editorial Roles and responsibilities and functions; Editorial Co-ordination

Radio News Formats; Other programming formats; Elements of news copy for Radio; Audio play- radio news

Planning and structuring the copy for various audio inputs

Module III: News Production for Radio

Production of different formats of news - 2-minute headline bulletin to one hour news show; preparing news run down

Voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops

Types and function of Micro-phones; Field recording

Audio Editing Software & Techniques

Module IV: Introduction to Television Journalism

TV Reporters Tools and techniques, Elements of Television News Story ;

Locating and Developing TV stories ;

Narrating through visual. Visual Plan for the story

Writing for TV News, Structuring a TV news report

Various news formats: Package, AV, VOSOT, AVB, AB, AVG

Organizing thoughts and improvisation in the story

Evaluation Scheme:

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

Text Readings & References:

1. http://handbook.reuters.com/extensions/docs/pdf/handbookofjournalism.pdf

2. www.internews.org/sites/default/files/resources/02.Section%202.%20HRToolkit.pdf

3. http://www.thenewsmanual.net/Manuals%20Volume%201/volume1_02.htm

4. White T. & Bernas F. (2010)Broadcast News: Writing, Reporting and Producing. Focal Press Oxford

5. Zettle, Herbert (2006) Handbook of Television Production, New Delhi: Cengage Learning India Pvt. Ltd.

COMPUTER APPLICATIONS

Course Code	L	T	P/FW	Credit
MJM 202	1	1	2	3

Course Objective:
Students wanting to become print journalists must learn to work on DTP. Adobe In-design prepares the students to make print-ready pages and Adobe Photoshop teaches them how to edit photographs for use in print and upload on the web. How to use so design softwares? Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of colour, images and text setting. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Course Contents:
Module I: Basics of Computer
Hardware/Software, Application Softwares, Input devices/ Output devices.
Windows, MSOffice: - Ms Word, Ms Power Point

Module II: Adobe Indesign
Adobe Indesign & Use of Templates
To create Multipage Documents
Use of Master page & inserting graphics in to master page
Use of Ruler, Snap, Guide & Grid & prefrences
Design Magazines, News Papers and Newsletter.

Module III: Adobe Photoshop

Working with scanning images
Types of Graphics (Vector and Raster)
Use of selection tools & their family Features
Working with Color correction & Advance editing techniques,
Lossy & lossless file formats
Digital paintings & brushes
Use of various palettes & Document Setting,
Use of Adobe Photoshop in Web banners

Module IV: CorelDraw

Corel draw User interface
Working with tools & their family features
Use of objects and various palettes in designs
Document Setting and Menus bars
Importing images, manipulation color correction & exporting in high resolution format & their settings
Production techniques and their saving file formats.

Examination Scheme

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

Text & References:

1. Evening, M. (n.d.). Adobe Photoshop CS4 for Photographers. Focal Press; Pap/Dvdr edition (17 March 2009).
2. Button, G. (n.d.). CorelDRAW X6 the Official Guide. McGraw-Hill/Osborne Media; 1 edition (July 24, 2012).
3. R Moen, D. (2000). Newspaper Layout & Design: A Team Approach (4th ed.). Wiley-Blackwell

PUBLIC RELATIONS

Course Code	L	T	P/FW	Credit
MJM 203	2	-	2	3

Course Objective:
The Course provides an introduction to the principles, concepts, objectives, role and functions of Public Relations. The Course would also explain the professional skills needed to become successful in the field. The contents provide information on the various techniques of PR Writing for the purpose of internal and external communications, issue of company statements, press releases and crisis management. The students will also learn about the various tools being used by PR professionals to build company image.

Course Contents:
Module 1: Basic Concepts
Meaning & Definition of Public Relations
Role & Functions of Public Relations
Need for PR in Crisis Management
Crisis Management: Meaning and the various stages

Module 2: Guidelines for Effective PR Writing
Press releases
Press Kits/ Media Kits: Meaning, significance and making a Press Kit
Factsheets
 Backgrounders
 Company Profile
Annual Report

Module 3: PR Tools & Strategies
Press Conference
Press Tours
Press Briefings
PR Campaign: Meaning and Definitions of PR Campaign
Role & Functions of PR Campaign
Multi-media PR Campaigns
Planning a PR Campaign
PR Planning Tools
Budgeting
Media Planning
Implementation of PR Campaign
Evaluation of PR Campaign

Module 4: PR & Media Relations
Changing Media Scenario & its Growth & Expansion
Classification of media
Meaning of Media Relations
Principles of good Media Relations & Understanding the Media
Managing Media Events and Facility Visit

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:
1. Sachdeva, I.S. (2009). Public Relations: Principles and Practices, Oxford University Press, New Delhi
2. Narasimha Reddi , C.V. (2010). Effective Public Relations and Media Strategy, PHI Learning Private Limited, New Delhi
3. Jethwaney, J. & Sarkar, N.N. (2012). Public Relations Management, Sterling Publishers Pvt. Ltd, New Delhi
4. Moore, H. F & Kalupa, F.B.(1985). Public Relations: Principles, Cases & Problems, Surjeet Publications, Delhi
5. Cutli, S. M. & Centre, A. H. (1990). Effective Public Relations, Prentice Hall
6. Mehta, D.S. (1968). Handbook of Public Relation in India , Allied Publishers, New Delhi

<mark>MEDIA RESEARCH-I</mark>

Course Code	L	T	P/FW	Credit
MJM 204	1	2	-	3

Course Objectives:

This course will focus on to provide knowledge and skills related to media research and will explore broadening an understanding of research approaches through diverse models of research design and methodology. Special emphasis is on the emerging and mixed method approaches to qualitative communication research.

Course Contents:

Module I: Introduction to Research

Meaning & Importance of Research

5W's of Research: Why, Which, What, Where & Who.
Types of Research: Basic & Applied Research Ethical
Issues in Research

Research Process
Hypothesis

Module II: Research Process

Preliminary research: location, people, allocation of resources, deadlines, requirements, literature review, planning the research design, and understanding the variables, and timeline.
Data recording: primary and secondary data, techniques of collecting
Data analysis and organization: writing choices, forms of writing (report, proposal, dissertation), formats and conventions of writing, technological tools
Presentation of final outcomes

Module III: Research Methods

Focusing on Qualitative Methods: its uses, features, advantages and disadvantages

Interview: Different types (individual, couple, and group), forms (structured, semi-structured, and unstructured), mediums (TV, Radio, and Print)

Observation: participative and non-participative
Content analysis
Focus Group
Case Study

Module IV: Research Report

Abstract
Research Proposal
Summary
Stages of Writing: First draft, second draft, final draft and Proof Reading.

<mark>Examination Scheme:</mark>

<mark>Components</mark>	<mark>P</mark>	<mark>A</mark>	<mark>CT</mark>	<mark>EE</mark>
<mark>Weightage (%)</mark>	<mark>30</mark>	<mark>5</mark>	<mark>15</mark>	<mark>50</mark>

Text & References:

1. Jensen, K. (2012). A handbook of media and communications research. London: Routledge.
2. Hansen, A. (2010). Mass communication research methods. Los Angeles: SAGE.

3. Berger, A. (2000). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage Publications, Inc.
4. Priest, S. (1996). Doing media research. Thousand Oaks, Calif.: Sage Publications.
5. Demers, D. (2005). Dictionary of mass communication & media research. Spokane, WA: Marquette Books.
6. Kothari, C. (2004). Research methodology. New Delhi: New Age International (P) Ltd., Publishers.

EVENT MANAGEMENT

Course Code	L	T	P/FW	Credit
MJM 205	2	-	2	3

Course Objective:
The key objective of the course is to develop an understanding of the concept of Events and Event Management as a strong below the line marketing tool. The students will learn the basics of event management and the different inputs that go into organizing events. The course would provide information on how to design and conduct various kinds of events. The students will essentially be taken through the fundamentals of Event Management & Planning, Concept and Design, Logistics, Plan Making and Sponsorship Management which are the core areas of Event Management

Course Contents:

Module 1: Introduction to Event Management
Meaning, Definition & Characteristics of Events
Size & Types of Events
Events as strong Marketing Communication Tools
Key Elements of Events**:** Event Infrastructure, Target Audience, Clients, Event Organisers, Venue, Media
5 C's of Event Design

Module 2: Event Planning
Develop Mission/ Purpose Statement/ Establish Objectives
Event Planning process
Event Concept: Meaning, Elements, Screening Methods and Analysis
Event Proposal and Event Planning Tools

Module 3: Event Staging & Marketing
Choosing the Event Site/ Venue
 Developing the Theme
Providing Services: Catering, Accommodation & Environment
Meaning of Logistics in Events
Event Marketing Process
Marketing Plan & Marketing Schedule

Module 4: Event Sponsorship & Evaluation
Meaning and Definition of Sponsorship
Types of Sponsorship
Meaning and Elements of Sponsorship Proposal
Critical Evaluation Points from Event Organizer's Point of View
Critical Evaluation Points from Client's Point of View

Examination Scheme:

Components	P & A	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:
1. Sanjaya, G. S. & Saggere, S.V.(2009). Event Marketing & Management. Vikas Publishing House Pvt. Ltd., Noida
2. Wagem, L. V. D. (2005). Event Management. Prentice Hall
3. Shone, A. & Parry, B. (2013) Successful Event Management, Cengage Learning, New Delhi
4. Allen, J. (2007). Event Planning. John, W. & Sons

DOMAIN ELECTIVES

ADVANCE ADVERTISING

Course Code	L	T	P/FW	Crédit
MJM 206	3	1	-	4

Course Objective:
The challenging and very competitive world of advertising will be unveiled in this course. The modules have been designed to give students in-depth knowledge of the principles and practices of advertising. The areas included are Advertising Campaigning , Copywriting, and specialized areas like Media Planned and Buying , Media Research etc. , which will give an in depth idea about the specialized areas of ad creativity

Module 1 :

Advertising planning
Campaign planning
Defining advertising objectives through Marketing objectives
Communication objectives
Advertising Budgeting

Module 2 :

Copywriting
Creative copywriting techniques
Art and Layout of ads
Copywriting- Print Media, Electronic Media , Digital Media

Module 3 :

Media planning and Buying
Definitions and Objectives
Media Buying
Media Budgeting
Media planning Process
Media Monitoring
New trends in Media Buying

Module 4 :

Media Research-Importance and Methods
Advertising and Society
Advertising and Ethics
Code of Ethics
ASCII Code of Ethics
ASCII- Its role and functions

Examination Scheme

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & references:
1. Batra R.,Myers, John G. Myers & Aaker, David A. (2000), Advertising Management, Prentice Hall of India
2. Lee M.& Carla, J (2007), Principles of Advertising: A Global Perspective Viva Books, New Delhi.
3. Ogilvy, D., (1985) Ogilvy on Advertising, RHUS. 1st Vintage Books Edition
4. Chunawalla, S.A. & Sethia K.C. (2011) Foundations of Advertising Theory & Practice, Himalaya Publishing
5. Jethwaey, J.(2012) Advertising Management. (2nd ed.) Oxford University Press. New Delhi

ADVANCE FILM MAKING

Course Code	L	T	P/FW	Credit
MJM 207	2	1	2	4

Course Objective:
This course focuses on the basics of filmmaking and cinema techniques. Students will be introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity to visualize and make short films. Apart from filmmaking, the students will be given an understanding of film appreciation. Documentary realism will be pitted against mainstream commercial film genres, and an attempt will be made to understand the technical as well as the artistic aspects of film making. Also, classic films will be viewed and discussed.

Course Contents:
Module I: Writing the Script
Narrative Composition: 3 Plot Structure
Characterization and Dramatic Structure
Scriptwriting formats, Step Outline and Shot Breakdown
Screen Play, Storyboarding & Shooting Script
Script Selection
Writing Proposals
Module II: Production
Key Members of Film Production Unit
Role of Producer and Director
Role of Production Manager
Budgeting and Budgeting Formats
Casting and Source of Casting
Mise-en-scene

Module III: Camera, Light and Sound
Functions & Operations of Camera
Camera Mounts
Shots, Camera Angles and Movements
Lighting Equipment
Three Point lighting
Continuous Lighting
Studio Lighting
Filters & Gel
White Balance & Colour Temperature
 Sound as a Metaphor
Sound Equipment and their uses

Examination Scheme:

Components	P	V	A	CT	EE
Weightage (%)	20	10	5	15	50

Text & References:

1. Rabiger, M. (2015). *Directing the documentary*. Routledge.
2. N. (1992). *Movies and methods* (Vol. 1). Berkeley: Univ. of California Press.
3. N. (1992). *Movies and methods* (Vol. II). Berkeley: Univ. of California Press.
4. Denzin, N. K. (1995). *The Cinematic society: The voyeurs gaze*. London: SAGE.
5. Sen, G. (1996). Image and imagination: Five contemporary artists in India.Grantha Corporation.
6. Pandian, M. S. (2015). The image trap: M.G. Ramachandran in film and politics. New Delhi, India: SAGE Publications India Pvt

ADVANCED PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
MJM 208	2	1	2	4

Course Objective:

After being exposed to the basics of photography in the first semester, the students will learn the nuances of exposure control in a Professional Camera. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

Course Contents:

Module I: Understanding Digital Photography

Digital Image Construction

Image Sensors (CCD and CMOS)

Formats of a Digital Image

Problems of digital photography

Module II: **Exposure Control and Lighting**

Aperture

Shutter

Depth of Field

One, two & three point lighting

Electronic flash & its synchronization

Module III: Advanced Composition and Image Editing

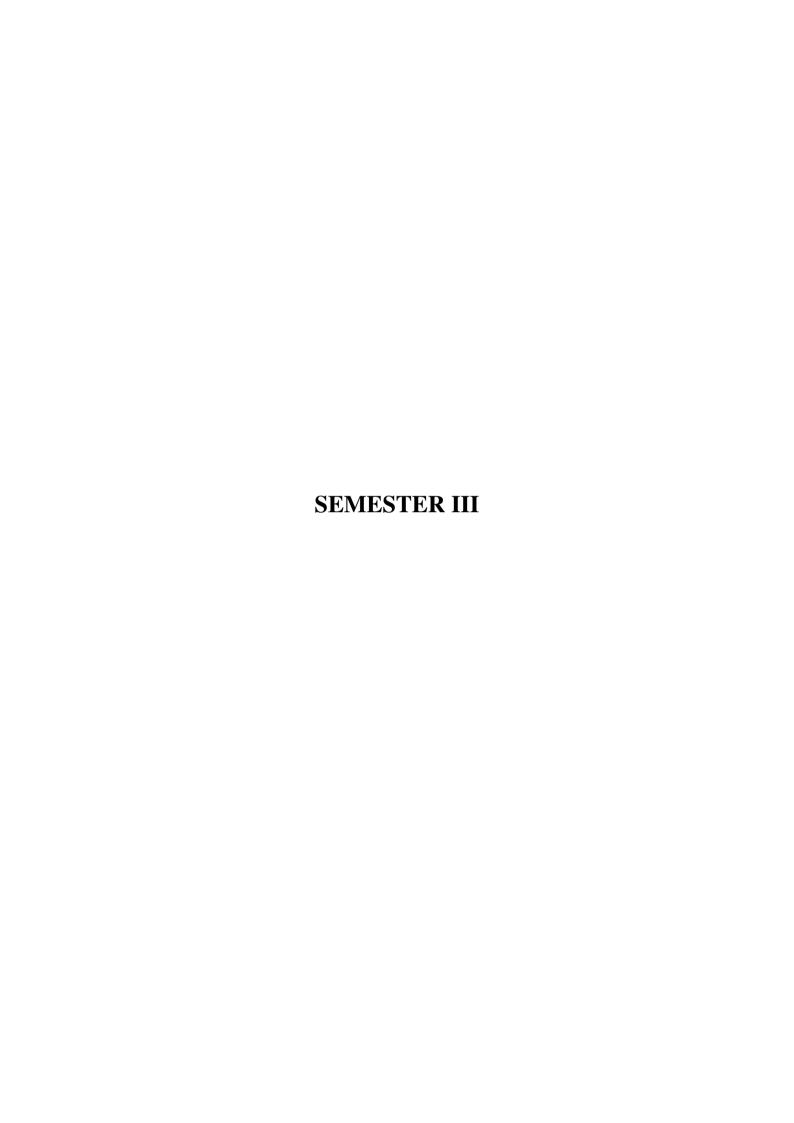Working on the Subject (Proximity, Angles, Framing)

Tinting

Toning

Module IV: Advanced Photography Practicals

Practicing Outdoor and Indoor Photography

Projects: Developing Personal Digital Portfolio

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

1. Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.
2. Langford, M., & Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
3. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
4. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
5. Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New York: Museum of Modern Art ;.
6. Stout, H. (2011, April 1). Father of modern photography. Cobblestone.

SEMESTER III

CORPORATE COMMUNICATION

Course code	L	T	P/FW	Credit
MJM 301	2	-	2	3

Course Objective:

Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and it's management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. Through articles, case studies, analysis and discussion the course introduces the students to the practices that allow organizations to reach customers, stakeholders, media and government agencies.

Course Contents:

Module I: Corporate Communication
Introduction
Importance and functions, difference lecture PR & corporate communication
Elements of corporate communication: corporate governance & its theories, corporate philosophy, culture
Corporate identity, citizenship and philanthropy
Corporate reputation

Module II
Image management, corporate branding & corporate adverting
Direct marketing, network marketing
Crisis management, disaster management, issue management
Media management
Event management & sponsorship

Module III
Celebrity management
Public affairs, political PR
Lobbying
Desktop publishing (DTP)
Group communication

Module IV
Talent of a corporate communicator, Making Presentation, Preparing for Meetings, Writing Speeches, Selection of Media for Corporate Communication
Major issues facing corporate PR professional
Corporate communication strategies in the context of globalization

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	70

Text & References:

1. Paul, A..& & Jain, F.(2007). The Power of Corporate Communication (4TH Edition). McGraw-Hill/Irwin
2. Cornelissen, J. (2013). Corporate Communication: A Guide to Theory & Practice (3RD Edition). Sage Publication
3. Venkataraman.(2008). Corporate communication (3rd Edition). Sterling Publisher
4. Newman, G..Corporate communication. State University, of New York

<mark>MEDIA RESEARCH II</mark>

Course code	L	T	P/FW	Credit
MJM 302	2	1	-	3

Course Objective:

This course focuses on descriptive and inferential statistical methods across the disciplines. The material presented will include conceptual understanding and practical application of data entry, analysis and interpretation. The student will critique descriptive research studies. Upon completion of this course students will be able to Produce a final project that will include application, analysis & Interpretation of a data set.

Course Contents:

Module I: Research Basics

Introduction to hypothesis testing
Types of Data: Primary and Secondary
Type of variables: independent, dependent and controlled
Data collection: The process of measurement, measuring techniques, levels and problems of tool design and measurement, psychometric features of an instrument (reliability and validity), developing a survey questionnaire, secondary analysis, and basic ideas involved in sampling and concise introduction to various sampling strategies

Module II: Methodology and Data Analysis

Popular research methods of communication
Data Analysis: simple and multiple correlation and regression
Mathematical Tools: mean, median, mode, standard deviation (measures of central tendency) and measures of dispersion.
Quantitative Analysis: SPSS for quantitative data
.
Module III: Research Writing

Writing to report vs. writing to learn
Difference between proposal, report and thesis
Writing as a continuous process: defining the idea, methodological framework, pilot project, main findings
Writing the final findings, insights, questions for future research
Structure and conventions of research writing: Tile of the Project, Abstract, Acknowledgements, Contents and Indexing, Referencing format, Difference between footnotes and end notes, Presenting tables, graphs, diagrams, and appendix

<mark>Examination Scheme:</mark>

<mark>Components</mark>	<mark>P</mark>	<mark>A</mark>	<mark>CT</mark>	<mark>EE</mark>
<mark>Weightage (%)</mark>	<mark>25</mark>	5	<mark>20</mark>	50

Text & References:
1. David J. Luck and Ronald S. Rubin (1987) Marketing Research, Prentice-Hall:Englewood Cliffs, NJ
2. Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.
3. Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.
4. Kothari, C. R (1990) Research Methodology: Methods and Techniques: Wishwa Prakashan: New Delhi.
5. Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
6. K N Krishnaswamy, A.I. Sivakumar and M Mathirajan (2006). Management Research Methodology: Integration of Methods and Techniques. Pearson Education: New Delhi.
7. Schroder, Kim; Drotner, Kristen; Kline, Stephen & Murray, Catherine (2003) Researching Audiences, Oxford University Press: Delhi.

SOCIAL MEDIA

Course code	L	T	P/FW	Credit
MJM 303	2	-	2	3

Course Objective:
Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology. After the successful completion of this course students will be able to use social media productively, and have a framework for understanding and evaluating new tools and platforms. The course provides students with an introduction to the history, theory, technology, and uses of social media.

Course Contents:

Module I: Social Media
Social Media: Definition, Features, Elements, Uses and Functions.
Contemporary global sterns of SM propels
Dynamics of Social media
Social Media – Personal and Professional Medium
Language of Social media
Digital Citizenship and communities

Module II: Social Media Marketing
Planning for social media marketing
Social media marketing segments
Digital consumers
Diffusion of innovation in a wired world
Safety and Security in Social Media
Types of Cyber crimes
Laws for mebiy social media safe and secure
Social media and privacy/ethics

Module III: Zones of Social Media
Fours zones of Social Media: Social Community, Social Publishing, Social Entertainment, Social Commerce
Social media measurement and metrics
Theories and approaches of Social Media: Amplification Hypothesis, Information Manipulation Theory, Sleeper Effect, Yale Attitude Change Approach

Module IV: Economics of Social Media
New Media Economy
Social Media in Indian context
Social media for development

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	70

Text & References:

1. Articles by Jay Baer. (n.d.). Retrieved March 01, 2016, from http://www.jaybaer.com/press-room/
2. Harries, D. (2002). *The new media book*. London: BFI Pub.
3. S., N. A., & Hendricks, J. A. (2012). *Social media: Usage and impact*. Lanham, MD: Lexington Books.
4. Schell, B. H. (2007). *The Internet and society: A reference handbook*. Santa Barbara, CA: ABC-CLIO.
5. Tuten, T. L., & Solomon, M. R. (2013). *Social media marketing*. Boston: Pearson.

PRINT, WEB AND ADVERTISING DESIGN

Course code	L	T	P/FW	Credit
MJM 304	1	1	2	3

Course Objective

No text or web-based communication can be complete without understanding the principles and objectives of design. In this course, the students will get an insight into different forms of design used for print, web and advertising.

Course Contents:

Module I: Print Design
Principles of Design
Objectives of Design
Types of Graphics

Module II: Page Layout
Kinds of Layout: Modular, Non-modular
Characteristics of well-designed pages
Master pages and templates
Page dummying
Designing feature/art pages
Differences between magazine and newspaper pages
Fonts and their use
Text wrap
Layout formats
Master Page & Content

Module III Website design
Objectives of Web Design
Basics of Website Designing
Differences between Print & Web Advertisments

Module IV: Advertising Design
Types of Ads: Print ad, Magazine ad, Kiosks, Hoardings, Banners, etc.
Corporate Stationary, business card, envelope, brochures, catalogs etc.
Use of Typography in Advertising

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	10	5	15	20	50

Text & References

1. Edward Denison, Roger Fawcett-tang, Jessica Glaser , Print Formats and Finishes: The Designer's Illustrated Guide to Brochures, Catalogs, Bags, Labels, Packaging, and Promotion, Rotovision
2. Wendy Jedlicka , Sustainable Graphic Design: Tools, Systems, and Strategies for Innovative Print Design, John wiley & Sons
3. Daniel Mason , Materials, Process, Print: Creative Ideas for Graphic Design, Laurence King Robyn Blakeman, The Bare Bones of Advertising Print Design, Rowman & Littlefield Publishers
4. John Dimarco, Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques, John Wiley & Son.

SUMMER PROJECT

Course code	L	T	P/FW	Credit
MJM 305	-	-	12	**6**

GUIDELINES FOR SUMMER PROJECT
Research is an endless quest for knowledge. Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.
Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.
Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.
The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

Types of Summer Project:
1.Comprehensive Case Study covering formulation, analysis and recommendations.
2.Inter organizational study if any and comparision, surveys.
3.Field study.
4. Preparation of daily report in case of summer training work.

In general, the Project should be comprehensive and include:
- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Report Layout
The report should contain the following components:

Title or Cover Page
The title page should contain the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the dept. at the bottom.

➢ **Preface**
A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➢ **Acknowledgement**
Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➢ **Certificate (Project Guide)**
A certificate from the project guide to be enclosed

➢ **Table of Contents**
Titles and subtitles are to correspond exactly with those in the text.

➢ **Introduction**
Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➢ **Research Design**
This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➢ **Literature Review**
This section should contain a detail list of related literature reviewed by the project investigator while preparing

the project report.

➢ Results and Discussion

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various secions, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

➢ Summary of Findings, conclusion and Recommendations

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➢ Future prospects

➢ Appendices

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➢ References / Bibliography

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Examples

Foot notes to be given.

For research article

Padhy, M. K., (2005) Development communication campaign in developing countries, Journal of Communication studies, Vol.1, PP.116–117.

For book

Padhy, M.K.,(2006) Advertising and Marketing Communication, Gyan Jyothi Publication, Kathmandu, ISBN No.99946-645-1-4, Edn.I, PP. 63-67.

ASSESSMENT OF THE PROJECT FILE

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.
Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.
Project execution is concerned with assessing how much work has been put in.
The File should fulfill the following *assessment objectives:*

Range of Research Methods used to obtain information (Including the statistical devices).
Execution of Research
Data Analysis
Analyse Quantitative/ Qualitative information
Conclusions
Examination Scheme:

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.

Project Report: 50
Viva Voce: 50
Total: 100

DOMAIN ELECTIVE

POLITICAL JOURNALISM

Course code	L	T	P/FW	Credit
MJM 306	2	2	-	4

Course Objective:
The course opens a window for students to the nuances of political and parliamentary reporting and writing for various media. Besides learning about India's political structure and the political process, the student should be able to comment without bias. They should be able to report political issues with fairness, confidence and knowledge.

Course Contents:

Module I: Political Reporting:
Overview of Indian Political System
Basic outline of India's Constitution, its nature and characteristics
Types of Political Stories: Interpretative, Analytical, Investigative
Developing a Story Idea, Planning and Gathering Content
Visual plan and byte collection

Module II: Parliament Reporting:
Parliament Structure & Procedure
Covering Sessions and Proceedings
Rules & Information Center for journalists
Technical terminologies
Developing Story Idea, Planning and Gathering Content
Visual plan and byte collection
Covering the Government & Ministries

Module III: On the political trail
Covering political parties (Analysing manifestoes, understanding ideologies)
Covering events/rallies
Covering Elections –National, state and panchayats

Module IV: Issues and Concerns
Ethics & laws of Political and Parliamentary Reporting
Political bias and how to avoid it
Project: Two half-an-hour special programme/documentary/news feature to be prepared by the students. The story/programme idea, detailed visual and content needs the approval by course instructor in advance.

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	70

Text & References:

1. Raymond Kuhn, Raymond Kuhn , Political Journalism, Routledge
2. Raymond Kuhn, Erik Neveu, Political Journalism: New Challenges, New Practices, Routledge
3. Bisht M S, Political Journalism New Challenges, Cyber Tech Publications

TELEVISION JOURNALISM

Course Code	L	T	P/FW	Credit
MJM 307	2	-	2	3

Course Objective:

As the extension of Broadcast Journalism courses taught in the previous semester; this course will further enhance the skills of the students in developing specialized content for television. The course aims to offer a deeper understanding of various specialized reporting genre and techniques to produce area focused stories using investigative and interpretative skills set.

Course Contents:

Module I: Contemporary Trends and Tools of Specialized Reporting
Growing significance of specialization in media
Journalistic skills and tools in the digital age
Conducting Research for the story: Finding the correct Information
Interpreting and Analyzing the Data for the story
MOJO, Data Journalism, Digital Story Telling

Module II: Working on the Beat
Politics
Crime
Sports
Business
Social Development etc.
Investigative and Interpretative Approaches
Major stories from various beats
The Art of Conducting Interviews

Module III: Technical and Creative aspects of News Programming
Drafting the story for visuals
Creative Use of PTC
 Facing the camera and voice training
Studio anchoring and Use of Teleprompter
Voice over, sound track for features.
Moderating studio news programmes: Debates, Discussions

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. White T, & Bernas F. (2010).Broadcast News: Writing, Reporting and Producing. Focal Press, Oxford
2. Cushion S. and Lewis J. (2010) The Rise of 24-Hour News Television: Global Perspective. Peter Lang, New York
3. Roberts B. M (2007) An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres; Focal Press, Oxford
4. N. Sunetra Sen. (2013) Globalization and television: A study of the Indian Experience, Oxford University Press
5. Sengpta A. (2006) Electronic Journalism: Principles and Practices. Authors Press, New Delhi
6. Herber J. (2000) Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media. Focal Press, Oxford

DOCUMENTARY PRODUCTION

Course code	L	T	P/FW	Credit
MJM 308	2	1	2	4

Course Objective:

This module is designed to familiarize student to the essentials of documentary filmmaking. Student will learn the art of storytelling through documentary films. The module introduces the student with the filmmaking process stating from research, conducting interviews, and showcasing the film at various platforms.

Course Contents:

Module I: Documentary Films
Documentary Films Vs Fiction
Different Between News, Documentary and Infotainment shows
Hstory of Doucmentary films in India
Types of Documentary films
Documentary film treatment
Narration and Anchor Based Documentary FIlms
Cinema Verite
Indian Documentary Films
International Documentary Films

Module II: Production Process and Challenges
Selecting a Topic and Idea development
Research for Documentaries
Writing Script for documentaries
Identification of target audience and participants
Developing a theme and Visualization of Material
Constraints in documentary filmmaking.
Scheduling and Budgeting for documentary films
Contingencies in Documentary Film Shoot

Module III: Ethics and Methodologies
Using Archival Material
Shooting Equpment
Identifying reliable and non-reliable source of Information
Writing Proposals
Pitching
Sponsored and Commissioned Films
Film Festivals
Funding for documentary

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	70

Text & References:

1. Sturken,M. & Cartwright, L. (2001).Practices of Looking: An Introduction to Visual Culture. London: Oxford UniversityPress
2. Alan Rosenthal.(2007). Writing, Directing, and Producing Documentary Films and Videos.Illinois: Southern Illinois University Press.
3. Michael Rabiger.(2004). Directing the Documentary.London:Focal Press.
4. Jacob Bricca(2017). Documentary editing: Priciples & Practice routedge

MEDIA MARKETING & SALES

Course code	L	T	P/FW	Credit
	3	0	0	3

Course Objectives:
To introduce learners to all the concepts, skills and means to market and sell the various media platforms such as Television, Radio, Dotcom, Outdoor and Cinema. To develop understanding of media planning and buying so that the sales can be customized accordingly.To develop the skills to manage the end to end media sales for all media platforms.

Module I: Introduction to Media Marketing and Sales
Communication Sales: Introduction to all types of Media Sales, Indian Media And Entertainment Industry-Origin, Size, Growth rateThe factors contributing to the growth/ de-growth Media and Entertainment industry, Indian advertising industry – Origin, size and growth rate, Study the factors contributing to the growth/ de-growth Indian advertising industry, Sector wise (FMCG/Auto/BFSI) contribution to the overall advertising revenue in past 5 years, Introduction to all kinds of media Vehicle sales. Print, TV, Radio, Digital, Outdoor, Cinema, Client servicing and consumer behaviour

Module II: Detailed Study of all kinds of media vehicle sales
Understanding or sales process. Who is a sales person?
Relationship and Needs-Based Selling. Identifying the ideal customer.
Understanding the sales process. Networking and professional Basics. What to say and how to say it.
Introduction to print media/TV/Radio/Events/Cinema sales. Discuss the factors affecting the growth-de-growth of various media platform.
Discuss category wise (Auto/telecom/ BFSI/ FMCG) ad spends in media. Analyse the categories where advertising in print is dominant.
Media sales in detail right from origin. Introduction to space selling, advertorial sales, integrated sales.
Learning proposal making for media sales. Understanding of Cubic cms, full page spreads, mastheads, jackets.

Module III: Branded Content Sales

Introduction to Branded content. Study of co creation of content
The concept of branded content in Print media. Various formats of branded content in print.
The concept of branded content in Television. Various formats of branded content in Television.
The concept of branded content in Radio. Various formats of branded content in Radio media.
The concept of branded content in Digital Media. Various formats of branded content in Digital media.
Introduction to the concept of in show product placement. Discuss how brands can benefit out of this.

Module IV: Media Investments – Media Planning and Buying
Introduction to media investments. Early 80 s and 90 s and study of how media agencies have evolved overtime. Study the satellite boom and how media buying came in to picture
Introduction to Media Basics. Basic Metrics, Television metrics, Benchmarking metrics, Plan metrics, Print and Radio metrics
Discuss Media Strategy. The need for a media strategy/Building Blocks of media strategy. Situation analysis
TG Definition. Study of Data sources, SEC old vs New (as per BARC), Segmentation Studies.
Study of Market prioritization based on growth, competition and category size. Allocating budgets as per market.
Studying ways of setting efficient media weights. Setting media weights basis competition, setting task based media weights.
Various types of Media Mix Decisions based on product/service, competition and market.

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	70

Text & References:

1. Kotler, P. (2009) *Marketing Management*., U.S. Pearson Prentice Hall
2. Verma. H (2006) *Brand Management*, New Delhi, Excel Books
3. Gaur, S (2009). *Event Marketing & Management*, New Delhi, Vikas Publishing House

SEMESTER IV

MEDIA LAWS & ETHICS

Course code	L	T	P/FW	Credit
MJM 401	**3**	**-**	**-**	**3**

Course Objective:

The explosion of media in India has brought into focus several ethical and legal issues. These issues relate to privacy, methods of gathering information, packaging of advertisements as news etc. Through lectures, case studies and panel discussions students will be explained the importance of ethics in news operations. They will learn about media laws, and guidelines on ethics laid down by regulatory bodies.

Course Contents:

Module I:
Definition of Ethics
Truth, Fairness & Objectivity
Difference between Media Ethics and Media Laws

Module III: Ethical Issues
Editorial & Advertorial
Meeting Advertisers' Needs
Obscenity and Morality debate
Morality, Obscenity and Censorship
Editorial integrity
Media trial
Fake News & Paid News
Sting operations
Latest Case Studies

Module II: Guidelines on Ethics
Press Council Guidelines
Advertising Council of India Guidelines
Broadcast Guidelines
Latest Case Studies

Module IV: Media Laws
Constitutional Restrictions on freedom of speech and expression
Defamation
Right to Privacy
Privacy of news source
Copyright act in media industry
Right to Information Act (RTI)
Cable TV Regulation Act
Contempt of Court
Cinematograph Act
Information Technology Act and Article 66A of IT Act

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:
1. Guha Thakurta, (2014). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press
2. Basu, D.D.; (2013) Constitution of India.Lexis Nexis, New Delhi
3. Noorani, A.G. (2012) Constitutional Questions in India. Oxford Publication. New Delhi
4. Basu D.D., (1980) **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
5. B. N. Ahuja,(1988) **History to Press, Press Laws & Communications** , Surjeet Publications, 1988

INTERNSHIP

Course code	L	T	P/FW	Credit

MJM 402	-	-	-	12

Guidelines on Internship File and Presentation

Students preparing to present the internship report are required to adhere to the following guidelines:

➕ **Format of the file and its content:**

➢ Cover page
➢ Declaration from the student
➢ Acknowledgement
➢ Certificate from the organization
➢ Index

Chapter 1: Introduction to the Organization

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Employee Profile
- Major projects and Clients (in case of Advertising Agency, PR agency, Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work
- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion
Appendix (Copies of the work done by the student during internship)

➕ **Format of the Report**

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
                                 12 (Body)
- Line Spacing: 1.5

- Margin: 1 Inch (Top and bottom)
                                        1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.
- Bibliography: In alphabetical order following APA style 6th edition.

Professional Project/Dissertation (Any One)

Course code	L	T	P/FW	Credit

MJM 403-MJM409	-	-	16	8

Guidelines on Professional Project/Dissertation File

Final year students of MJMC and BJMC program are required to undertake professional project/dissertation for the successful completion of their respective degree programs. These projects/dissertation can be of two types:
1. Research based theoretical dissertation

2. Practical work/field work based electronic production

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project/dissertation:

Research based theoretical dissertation:
1. Theoretical projects should compulsorily be based on scientific qualitative and/or quantitative research methods.

2. Students are required to discuss the idea (theme) of the project with their faculty supervisor/s. After the approval if the idea the students will develop a research proposal, which would be submitted for the approval of the Internal Research Committee for Dissertation and Projects. Research proposal should include the following details:

   + Research Problem

   + Background

   + Brief review of literature

   + Theoretical Framework, Objectives and Hypothesis

   + Research Methodology

   + Conclusion

   + Bibliography

3. The students will be notified about the status of the acceptance within a week of submission. Students may also be called for a personal interview for further clarification/updation on the topic.

4. Researcher has to maintain a research diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)

5. A spiral bind summary of finished work will be submitted for the review and approval of the committee one month prior to the final submission.

6. Approved by the committee, student may submit their work for final evaluation.

Field/Practice based Dissertation/Specialization Project:
1. The process of submitting a proposal and approval stands same for field/practice based dissertation/specialization project.

2. Student has to clearly mention the area for which he/she wants to be evaluated for.

3. As an additional document, student has to submit a detailed date wise plan of production/field work.

4. The process of the approval of the project proposal would be similar as it is for dissertation.

Basic contents of the file:
   + Cover page

   + Declaration from the student

   + Certificate from the Guide

- Acknowledgement

- Index

- Introduction to the Research Problem, Review of Literature, Theoretical Framework & Research Objectives; Research Methodology should be written in single chapter under different sub-heads.

- *(Further chapters can be decided by the researcher under the guidance of faculty supervisor.*

Format of the Report:
- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
                                     12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
                                     1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.
- Bibliography: In alphabetical order following APA style 6th edition.

DOMAIN ELECTIVE

FINAL CUT PRO

Course code	L	T	P/FW	Credit
MJM 410	1	-	4	3

Course Objective:
The Course will introduce and familiarize the students with the software. The students will become familiar with the Final Cut Pro workspace, basic editing, capturing footage, using tools, exporting to tape, or QuickTime. The students will also learn effective workflow and file management strategies.

Course Contents:

Module I: Understanding Final Cut Pro
Final Cut Pro Workspace – Viewer, Canvas, Timeline, Browser, Tool Palette
Customizing the Screen Layout
Using Menus, Shortcuts, and Controls
Setting General Preferences
Setting Scratch Disk Preferences
Log and Capture

Module II: Creating and Organizing Projects
Creating a new Project
Importing Media
Importing Still Images and Audio Files
Using Bins to Organize Clips
Renaming Clips and Bins
Changing the Properties of a Project
Saving a Project

Module III: Creating Sequences and Editing
Creating a New Sequence
Changing the Settings for an Existing Sequence – Using Sequence Presets
Opening Clips in the Viewer
Marking In and Out Points
Moving Clips into the Timeline
Working with Tracks in the Timeline
Trimming clips in the timeline
Working with Audio Clips and Tracks
Adding Transition and Effects - Using the Viewer Effects Tabs
Keyboard Shortcuts

Module IV: Rendering and Creating Final Output
Rendering Versus Real-Time Playback
How Sequences Are Rendered - Video and Audio Rendering
Exporting Sequences and Clips
Setting Export Options
Output Formats
Common Errors Codes and Troubleshooting

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	15	5	5	5	50

Text & References:

1. Final Cut Pro User's Manual
2. Bordwell, & Thompson. (2003). Film Art: An Introduction and Film Viewers Guide. McGraw-Hill Higher Education.
3. Huda. (2004). The Art and Science of Cinema. Delhi: Atlantic Publishers and Distributors.
4. Phillips. (2009). Film: An introduction. New York: Bedford/St. Martin's.
5. Rice, & McKernan. (2003). Editing Digital Video: The Complete Creative and Technical Guide. New York: MacAllister.

MEDIA READINGS & WORKSHOP (Online Journalism)

Course code	L	T	P/FW	Credit

MJM 411	-	1	4	3

Course Objective:

This course will familiarize students with online journalism by a practical approach. It will be a series of assignments which will be graded and assessed. The idea is to help students who later opt for online journalism as a profession to learn through exercises and practice in preparation for online jobs at the end of the post-graduate degree course. Also at a convenient date a workshop will be conducted on topics selected. Activities based on learning from the workshop will be assessed by the faculty and the person conducting the workshop. It may contain viva, group discussion and individual assignments

Course Contents:

The faculty in-charge will decide on the number of assignments to be spread throughout the course. However, the number of assignments will be confined between two and five. Strict deadlines will be maintained. Students will be penalized for any delay in submission. They must also appear for viva and the midterm exam to be eligible for end term exam.

Assignments will cover at least two of the topics. Students will be using their personal computers and the media lab for this purpose.

The assignment will cover the following and also other topics the faculty-in charge may decide:

1. Editing style and publishing
2. Digital consumers
3. Blogs and publishing tools, Vlogs
4. Social media communication through youtube channels, facebook pages.

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

a) Relevant study material and references will be provided by the trainer in advance.

b) The participants are expected to explore the topic in advance and take active part in the discussions held

c) Attending and Participating in all activities of the workshop
d) Group Activities have to be undertaken by students as guided by the trainer.

e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.

f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

Case Study
Practicals
Assignment
Group Activity
Role Play

Examination Scheme:

Components	H	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. Chauhan, S., & Pant, N. C. (2010). Handbook of online journalism. New Delhi: Kanishka , Distributors.
2. Craig, D. A. (2011). Excellence in online journalism: Exploring current practices in an evolving environment. Thousand Oaks, CA: SAGE.
3. Joshi, V. K. (2011). Online journalism. New Delhi: Enkay Pub. House.
4. Livingstone, S. M., & Lievrouw, L. A. (2009). New media. London: SAGE.

DIGITAL MARKETING

Course code	L	T	P/FW	Credit
MJM 412	3	0	0	3

Course Objective:

The main objective of the course is to provide a fundamental understanding of the underlying dimensions of creating, measuring, analyzing and managing the marketing function of Competitive events. The course will help the students to become familiar with the concept of an entrepreneurial firm working from a marketing perspective.

Module I: Introduction to digital marketing

What is digital marketing
Benefit of Digital Marketing
Digital Marketing platform and Strategies
Comparing digital with traditional marketing
New Venture opportunity and defining digital marketing goals
Latest digital marketing trends
Case study of digital campaigns

Module II: Search Engine Optimization

Introduction to search Engine Optimization
How the search engine work?
Component of search engines
Google Results Page
Latest update on Google
Online Resources
Keyword research and competition
Types of keyword
Google keyword planner
Market Research Analysis
New Keyword Ideas

Module III: Social Media Marketing

Introduction to the Social Media
Concept of Social Media Marketing
Social Media Marketing Strategy
Impact of Social Media Marketing
Email Marketing
Importance of Email Marketing
Popular Email Marketing Software's

Module V: Traditional Vs Digital Marketing

Introduction and comparison of Traditional Vs Digital Marketing
Introduction to Pay per click
Growth of Pay Per Click
Definition and Concept of Ad Words
Content Marketing
Content Marketing Strategies

Examination Scheme:

Components	L	P	CS	CT	A	EE
Weightage (%)	5	5	15	5	70	

Text & References:

1. Event Management, Lynn Van Der Wagem (2008) Pearson Education
2. Event Marketing and Management; Gaur, Sanjaya S. & Saggere, S.V. (2007) Vikas Publication
3. Event Marketing, Hoyle Jr. Leonaed H. (2004) John Walter and Sons
4. Histrich D Robert and Peters P Michal Shepard A Dean (2007) Entrepreneurship, McGraw Hill
5. Holt H David, Entrepreneurship (2005) New Venture Creation, Patience –Hall
6. Managing Presentations, Wakhlu, Savita Bhan (2002) Sage Publications
7. Planning, performing and controlling, Angus, Robert B. (2005) Pearson Education
8. Scene Design and Stage Lighting; Parker, W. Oren and Wolf, R. Craig(2005) Scholastic Library Publishing
9. Stage Lighting Step-by-Step; Walters, Graham (2002) Betterway Books