

# **AMITY SCHOOL OF COMMUNICATION**

## **Programme Structure and Curriculum Under Choice Based Credit System**

**Master of Arts (Journalism & Mass Communication)**

**Programme Code: MJM  
Duration-2 Years Full Time**

**MA (J&MC)**

**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:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
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	50-50

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.

## Programme Learning Outcome-PLO

1. The students of M.A.J&MC after the completion of the programme would be able to demonstrate knowledge and understanding of the role and functions of various facets of the media industry and its various specialized disciplines and be wise consumers of media, managers of information and responsible producers of global media culture
2. The students after completing their programme would be able to exhibit and apply the theoretical concepts as well as the practical skills required in the various fields of Journalism and Mass Communication in their real life situations.
3. The students would be able to apply the technical writing skills taught in the lectures in relation to different areas of media functioning in their future professional life and would be able to think innovatively and translate those thoughts in to productive actions.
4. Identify and Develop the various media products and demonstrate a thorough understanding of the various strategies and tools employed in the various specialised disciplines of Journalism and Mass Communication

## Master of Journalism Mass Communication

MA (J&MC)							
Credits PG (2 years/ 4 semesters)							
Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Anandam	Total
I	21	-	4	-	0	2	27
II	15	4	4	3	0	2	28
III	12	4	4	3	6	2	31
IV	3	4	-	-	18	-	25
<b>Total</b>	<b>51</b>	<b>12</b>	<b>12</b>	<b>6</b>	<b>24</b>	<b>6</b>	<b>111</b>

\* CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective, NTCC- Non Teaching Credit Courses

## 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 (Self Development and Interpersonal Skills)	VA	1	-	-	1
FLN 111 FLG 111 FLS 111 FLC 111	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
AND001	Anandam-I	NTCC	-	-	-	2
<b>Total</b>						<b>27</b>

**MA (J&MC)**  
**Semester II**

<b>Code</b>	<b>Course</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P/FW</b>	<b>Credit Units</b>
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: Concept and Techniques	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
	<b>Open Elective II</b>	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	
AND002	Anandam-II	NTCC	-	-	-	2
<b>Total</b>						<b>28</b>

## 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 350	Summer Project	NTCC	-	-	12	6
BCS 311	Communication Skills – III	VA	1	-	-	1
BSS 311	Behavioral Science III (Leading Through Teams)	VA	1	-	-	1
FLN 311	Foreign Language French III	VA	2	-	-	2
FLG 311	German III					
FLS 311	Spanish III					
FLC 311	Chinese III					
	<b>Open Elective III</b>	OE				3
MJM 305	Political Journalism	DE	2	2	-	4
MJM 306	Television Journalism		2	1	2	
MJM 307	Documentary Production		2	1	2	
MJM 308	Media Marketing and Sales		3	1	0	
AND003	Anandam-III	NTCC	-	-	-	2
<b>Total</b>						<b>31</b>

## 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	
<b>Total</b>						<b>25</b>

## LIST OF OPEN ELECTIVES MJMC

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Lectures (L) Hours per week</b>	<b>Tutorial (T) Hours per week</b>	<b>Practical (P) Hours per week</b>	<b>Total Credits</b>
II	MJM 205	Event Management: Concept and Techniques	2	-	2	3
III	MJM 301	Corporate Communication	2	-	2	3
		<b>Total Credits</b>				<b>6</b>



# 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	50

## Text & References:

1. Kumar Keval J (2007) (3<sup>rd</sup> edn), Mass Communication in India, Jaico Publications, Delhi.

2. Stone Gerald, Singletray, Michael & Richmond P. Virginia (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications, Delhi
3. Baran J Stanley & Davis K Dennis(2002) (2<sup>nd</sup> 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) (5<sup>th</sup> 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:**

<b>Components</b>	P	A	CT	EE
<b>Weightage (%)</b>	10	5	15	50

**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 advertisements. The 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	50

### 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
<b>MJM 105</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>

## 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
<b>Weightage (%)</b>	<b>30</b>	<b>5</b>	<b>15</b>	<b>50</b>

## 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/>
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	50

## 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	50

### 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 lead 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](http://www.internews.org/sites/default/files/resources/02.Section%202.%20HRToolkit.pdf)
3. [http://www.thenewsmanual.net/Manuals%20Volume%201/volume1\\_02.htm](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
<b>MJM 202</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>

**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 & preferences  
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
<b>Weightage (%)</b>	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	50

## 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

# MEDIA RESEARCH-I

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.

## Examination Scheme:

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

## 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	50

## 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  
ASCI Code of Ethics  
ASCI- Its role and functions

### Examination Scheme

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

### 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. 1<sup>st</sup> Vintage Books Edition
4. Chunawalla, S.A. & Sethia K.C. (2011) Foundations of Advertising Theory & Practice, Himalaya Publishing
5. Jethwaey, J.(2012) Advertising Management. (2<sup>nd</sup> 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  
Miscellaneous

### 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 its 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 advertising

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	50

## Text & References:

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

## MEDIA RESEARCH II

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: Title of the Project, Abstract, Acknowledgements, Contents and Indexing, Referencing format, Difference between footnotes and end notes, Presenting tables, graphs, diagrams, and appendix

### Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	25	5	20	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 trends 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 making social media safe and secure  
Social media and privacy/ethics

### Module III: Zones of Social Media

Four 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	50

## 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 dummyming

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 Advertisements

### 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 350	-	-	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 comparison, 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 sections, 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
<b>Total:</b>	<b>100</b>

# DOMAIN ELECTIVE

## POLITICAL JOURNALISM

Course code	L	T	P/FW	Credit
MJM 305	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	50

### 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 306	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 307	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 starting 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  
History of Documentary 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 Equipment  
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	50

## Text & References:

1. Sturken, M. & Cartwright, L. (2001). Practices of Looking: An Introduction to Visual Culture. London: Oxford University Press
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: Principles & Practice. Routledge

# MEDIA MARKETING & SALES

Course code	L	T	P/FW	Credit
MJM 308	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 rate The 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	50

## 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	50

### 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
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MJM 402	-	-	-	12
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### **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 6<sup>th</sup> edition.
- Bibliography: In alphabetical order following APA style 6<sup>th</sup> edition.

**Professional Project/Dissertation (Any One)**

Course code	L	T	P/FW	Credit
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MJM 403-MJM409	-	-	16	8
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### **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 6<sup>th</sup> edition.
- Bibliography: In alphabetical order following APA style 6<sup>th</sup> 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)**

<b>Course code</b>	<b>L</b>	<b>T</b>	<b>P/FW</b>	<b>Credit</b>
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MJM 411	-	1	4	3
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**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	P	CS	CT	A	EE
Weightage (%)	5	5	15	5	50

**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