

AMITY UNIVERSITY RAJASTHAN

Amity Directorate of Online Education

M. A. (Journalism & Mass Communication)



AMITY UNIVERSITY RAJASTHAN

Amity Directorate of Online Education

Master of Arts in Journalism & Mass Communication

Programme Code: MJM

Duration – 2 Years Online

Batch 2024-26

Scheme and Syllabus

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Program Outcomes		
MASTER OF JOURNALISM & MASS COMMUNICATION		
S. No.	Description	POs
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	PO1
2	The students after completing their program 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.	PO2
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 into productive actions.	PO3

Program Education Objectives (POOs):

POO1: Students will be able to explore information and use digital literacy in capturing information from various media sources and develop innovative solutions.

POO2: Students will be able to think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism & Mass Communication

POO3: Students will be able to speak proficiently, clearly & effectively while presenting the concepts and their diversifications in Journalism & Mass Communication

POO4: Students will be able to demonstrate imitativeness & enthusiasm while working in collaborative teams in successful implementation of concepts in Journalism & Mass Communication

POO5: Students will be able to understand the global media issues & recognize the opportunities and challenges that they present while operating in different cultures.

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<i>Sem</i>	<i>CC*Credits</i>	<i>DE*Credits</i>	<i>VA*Credits</i>	<i>OE *Credits</i>	<i>NTCC*Credits</i>	<i>MOOC*Credits</i>	<i>Total</i>
<i>I</i>	<i>4 * 5</i>	<i>0</i>	<i>1*4</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>24</i>
<i>II</i>	<i>4 * 5</i>	<i>0</i>	<i>1*4</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>24</i>
<i>III</i>	<i>2* 6 & (1*4) (1*2)</i>	<i>2*4</i>	<i>1*2</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>28</i>
<i>IV</i>	<i>4*4</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>6</i>	<i>0</i>	<i>22</i>
<i>Total Program Credit</i>							<i>98</i>

Note: - CC - Core Course, VAC - Value Added Course, OE - Open Elective, DE - Domain Elective

Program Structure : Master of Arts (Journalism & Mass Communication)

Semester I				
S.No.	Course Code	Course Title	Course Type	Credit Units
1	JMC626	Mass Communication Theory and Practice	Core Courses	5
2	VCOM613	Photography Concepts and Practice	Core Courses	5
3	CSIT650	Visualization and Media Design	Core Courses	5
4	JMC627	Writing Analysis for Print	Core Courses	5
5	BC108	Professional communication	Value Added Course-Communication Skills	4
				24

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Semester II				
S.No.	Course Code	Course Title	Course Type	Credit Units
1	JMC637	Development Communication: Theory and Practice	Core Courses	5
2	JMC753	Investigative Journalism	Core Courses	5
3	MKTG601	Marketing Management	Core Courses	5
4	JMC630	Media Ethics Laws and Governance	Core Courses	5
5	BS605	MCA Sem-II Cognitive Analytics and Social Skills for Professional	Value Added Course	4
				24

Semester III				
S.No.	Course Code	Course Title	Course Type	Credit Units
1	ADVT706	Advertising and Promotions	Elective Course (any 2 out of 3)	4
2	JMC736	Data Journalism	Elective Course (any 2 out of 3)	4
3	PRCC716	Public Relations and Events	Elective Course (any 2 out of 3)	4
4	FILM706	Basics of Video Editing	Employability & Skill Enhancement Course	2
5	JMC746	Financial Journalism	Industry Specific Course	4
6	JMC726	Media Research and Application	Core Courses	6
7	JMC755	New Media and Digital	Core Courses	6

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		Technology		
8	PFE701	Professional ethics	Value Addition Course	2
				28
Semester IV				
S.No.	Course Code	Course Title	Course Type	Credit Units
1	MKTG733	Digital Marketing	Core Courses	4
2	JMC754	Gender, Human Rights and Media	Industry Specific	4
3	PRCC715	Media, CSR and Sustainable development	Core Courses	4
4	JMC756	Political Communication	Core Courses	4
5	AADS600	DISSERTATION	NTCC	6
				22

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FIRST SEMESTER

Mass Communication Theory and Practice

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC626	5	30	70	100

Course Objectives:

The students will be introduced the concept of development which will enable them to:

Understand the concept, definition and purpose of studying communication models and theories.
Get familiarized with different models and theories of communication.

Recognize the ethics, norms and practices for acceptance of communication theories throughout society.

Critically analyze mass communication theories and how they apply to the practical issues in mass communication.

Learning Outcomes:

To understand the historical development of mass communication theories

To critically analyze the models and theories of communication

To recognize the importance of mass communication theories and evaluate its effect on society.

Course Contents:

Module I

Introduction and Development of Theories

Concept of theories and models of communication

Origin of mass communication theories

Paradigm shift in mass communication impacting development of theories and models

Relation of mass media and society

Scope and purpose of mass communication theories and models

Module II:

Normative Theories

Authoritarian Theory

Free Press Theory

Social Responsibility Theory

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Development Media Theory

Module III:

Models of Communication

Aristotle model

SMCR model

Shannon and Weaver model

Harold Lasswell model

Wilbur Schramm model

Gatekeeping model

Module IV:

Theories of Communication based on Audience Flow

Magic Bullet Theory; Uses and Gratification Theory; Two Step Flow Theory; Persuasion

Theory; Limited Effects Theory; Agenda setting Theory; Cognitive Dissonance Theory;

Cultivation Theory; Dependency Theory; Critical Cultural Theory; Reinforcement Theory;

Social Cognitive Theory; Spiral of Silence

Case studies on some of these theories and their relevance in contemporary practices.

Module V: Theories of Communication Based on Development and International Communication

Diffusion of Innovation; Social Marketing; Participatory model

Dependency Theory; Globalization; Propaganda Theory

Case studies on these theories and their relevance in contemporary practices.

Text & References:

1. Baran, S. J., & Davis, D. K. (2012). Mass communication theory: Foundations, ferment, and future (6th ed.). Boston, MA: Wadsworth, Cengage Learning.
2. Bryant, J., & Oliver, M. B. (Eds.) (2008). Media effects: Advances in theory and research (3rd ed.). New York: Routledge.
3. Kumar, K. (2010). Mass Communication in India (4th ed.). Mumbai: Jaico Publishing House.
4. McQuail, D. (2010). Mass communication theory: An introduction. (6th ed.). Thousand Oaks: Sage
5. Sharma, A., & Kashyap, A. (2017). Understanding Mass Communication

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6. Shoemaker, P. J. & Vos, T. P. (2008). Media gatekeeping. In M. B. Salwen & D.W. Stacks (Eds.). An integrated approach to communication theory and research (2nd ed.) (pp. 75-89). New York: Routledge.

Additional Reference Materials:

Normative theories: <https://www.communicationtheory.org/normative-theory-four-theories-of-the-press/>

List of theories: Communication Theory: <https://www.communicationtheory.org/list-of-theories/>

Photography Concepts and Practice

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
VCOM613	5	30	70	100

Course Objectives

- Introduce the basics of visual communication.
- Introduce to the art and commercial practice of photography.
- Explain the elements of proper framing.
- Develop visual literacy.
- Enable students to use photography for journalistic purposes.
- Train the students on basics of image-editing.
- Expose the students to various camera controls.
- To explain the use and types of lighting in photography
- Explain the importance of peer-review (critique) in photography.

Learning Outcomes

After successful completion of this course, students will be able to:

- Define the basics of photography.
 - Identify the concepts of science and art within photography.
 - Understand the nuances of grayscale image.
 - Relate the history of the medium.
 - Design storytelling through this visual medium.
 - Develop projects with commercial application.
- Learning Outcomes

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Module I

Introduction to Visuals

Similarities between human eye and camera. Visual Perception. The social definition of photography.

The power of visual images-- Stereotypes with Images.- Context, Content & Stereotypes.

Photography as an Art

Photography as Science

Light and color

Qualities of light, Characteristics of light.

Demonstration and understanding of color theory with respect to photographic image

Contrast Painting and Photography.

Module II

Visual Perception

Basics of Camera

Types of Camera

The art of seeing

Digital SLR vs. SLR -different parts of SLR camera- Film & Digital technology

Basic photographic techniques- Pin hole cameras- Types of cameras

Aperture and Depth of Field

Shutter and motion.

Film Speed (ISO) and Noise

Types of Lenses and their uses

Focal length, Focal plane & Focus

Lenses and its relation to subjects

Exposure techniques

Exposure Triangle

Different types of light – Natural & Artificial

Different Lighting techniques – Exploring day light

Flash - Studio flashes - Basic Studio lighting techniques – Three-point lighting.

Observation of light & Shadow

Module III

Principles of Visual Communication

Rules of Composition – Portraits, Optical Center and Geometric Center

Rule of Thirds

Composing different subjects

Perspective –Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –

Portrait- Still Documentary.

Module IV

Getting the Right Gear

Choosing a Camera based on need analysis

Manual Exposure Controls

Manual Focusing Mechanisms

Control Accessibility

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Traditional vs. Electronic Viewfinder

Tripod Mount

Lighting Solutions

Built-in Flash

Reflectors

Auxiliary Flash Units

Setting Up the Digital Darkroom

Knowing the right lenses

Module V

Exploring Creative Controls, Printing & Sharing Photos

Image Resolution: Creative Impact & Recommended Setting

Compression

Image File Format

ISO: Creative Impact & Recommended Setting

Flash Modes

Focus Modes

White Balance

Correction and Color Filters, Digital Zoom

Photo Quality

Picking a Printer Type: Inkjet, Dye-Sub, or Laser?

Sorting Through Printer Specs

Inkjet Printing for the Long Haul: Archival Solutions

Preparing Your Picture for Printing

Balancing Output Resolution, Print Size

Adjusting Output Resolution by Resampling

Choosing Printer Properties and Other Printing Tips

Solving Color-Matching Problems

Text & References

1. Zakia, R. D., & Page, D. (2012). *Photographic composition: A visual guide*. Routledge.
2. Langford, M. (2013). *Basic photography*. Routledge.
3. Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. AmPhoto books.
4. Langford Michael, *Basic Photography*, Plume; 5 edition (August 26, 2003)
5. Peterson , Bryan *Understanding Exposure*, Amphoto Books; 3rd Revised edition edition (10 August 2010)

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6. David Taylor; Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks, (Aug 18,2015)

7. Scott Kelby, The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros, (Jun 7,2019)

Visualization and Media Design

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
CSIT650	5	30	70	100

Course Objectives:

The objective of this course is to enable students to:

Gain a strong understanding of design communication in advertising, PR, event, and media design.

Explore various essential topics like design thinking, aesthetics, art history, drawing and composition fundamentals, storytelling techniques, and proficiency in design software.

Master the process of generating, developing, and producing visual messages to effectively convey design concepts.

Apply design theory and criticism from different perspectives to analyse and evaluate design objects and concepts.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

Recognise the fundamental concept of design communication.

Acquire knowledge of Indian and Western art.

Understand the basic principles of typography and photography.

Develop an understanding of various design elements and principles.

Comprehend the concept of visual storytelling.

Gain knowledge of graphic designing for digital platforms.

Acquire skills in using design software such as Adobe Illustrator, Photoshop, and InDesign.

Module I Introduction to Design Thinking

Design thinking

Identify the problem

Project planning: understanding the need of client

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Brainstorming with thumbnail sketches
Developing creative briefs
Tools and techniques for developing creative briefs

Identify the challenges of creative briefs

Module II Basics of Media Design

About print layout

Layout in use: scale, indexing, dividing the page, structure/ unstructured and juxtaposition

Grid: symmetrical, asymmetrical and baseline grid.

Understanding grid through different media: magazine, brochures, newspaper, website and packaging.

Elements on a page: columns and gutter, image, alignment, hierarchy, arrangement, entry point and pace

Principles of design

Elements of design

Color: basic color theory, aspects of color, color models and color psychology

Typography: define typography, font vs. typefaces, the anatomy of typography, terminology of typography, rules of typography, pairing typeface, challenges and solution.

A brief history of printing technology with special focus on modern printing technologies.

Value propositions and pricing

Module III Design for Storytelling

Define Story

Meaning and impact of story in communication

Element of the narrative

Storytelling through design elements

Tools for visual story telling: symbolism, color, icon, typography, composition and style.

Module IV Design Software: Basics of Illustrator

Navigating documents

Creating own Illustrator workplace

Working with artboards

Using layer

Drawing shapes

Transforming objects

Adding fills & strokes

Working with color and type

Drawing in Illustrator

Adding content to the library

Printing and exporting artwork

Module V Design software: Basics of Photoshop and InDesign

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Introduction of basic interface
Opening files from Bridge and Lightroom
Working with multiple documents
 Customizing the Photoshop interface
Understanding the file format
Understanding color modes, bit-depth, and color-space
Cropping & transforming image
Working with layers and layer mask
Masking selection
Blend Modes
Working with adjustment layer
Apply filter
Exporting for multiple media
Creating a new document
 Adding text frame
 Importing graphics
 Inserting, deleting and moving pages
Understanding the concept of master page
Threading text frame
Object Linking & Embedding (OLE)
Formatting text
Creating and applying text and object style
Creating Table
Building interactive PDF
Printing and exporting InDesign document
Basics of Infographics: Making the data more readable
Basics of cartography: Making the maps.

Text & References:

1. Art and Print Production, Sarkar N.N. Publisher: OUP India, ISBN: 9780195692242, 0195692241
2. Newspaper Layout & Design: A Team Approach, Daryl R. Moen, Iowa State Press, ISBN 978-0813807294
3. Lockwood, T. (2010). Design thinking: Integrating innovation, customer experience, and brand value. Simon and Schuster.

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4. Kirk, A. (2012). Data Visualization: a successful design process. Packt Publishing Ltd.
5. Gyncild, B. (2013). Adobe Photoshop CC Classroom in a Book. Pearson Education.
6. Huddleston, R. (2010). Flash Catalyst CS5 Bible (Vol. 693). John Wiley & Sons.

Writing Analysis for Print

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC627	5	30	70	100

Course Objectives:

Student will learn history and development of print media in India
Students will be provided exposure to newspaper organizations and their set up.
Students will develop understanding of news and newsgathering processes.
Students will be introduced the concept of fake news and disinformation.
Students will be able Focus on contemporary debates in media.
Students will analyze different styles of news reporting in various newspapers and magazines
Students will learn editing skills and enable them to produce a newspaper

Learning Outcomes

Students will be able to:

Describe the history of press both pre and post independent India.
Describe newspaper organization and set-up
Identify news values and organize a news story according to the news structure
Identify fake news and acknowledge ways to combat disinformation
Demonstrate interviewing and newsgathering skills
Discuss contemporary issues related to media
Display editing skills and relate to newspaper production

Module I: Evolution of Indian Press

Evolution of Indian press: James Augustus Hicky - James Silk Buckingham
Raja Ram Mohan Roy - Freedom movement and the press
Role of Press in India post-independence period
Press commissions
Professional media organizations
Role of Vernacular Press
Doyens of Indian journalism

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Module II: News and News Gathering

News: Meaning, Definition, Nature News Value Basic elements of News

Hard and Soft News

Organizing the news structure: 5 Ws & I H, Inverted Pyramid Types of Lead

Writing a basic news story: Lead, Body, Ending

General assignment reporting/Beat Reporting

Sources of Information

Interviewing: Process & Skills

The news process: from the event to the reader (360 degrees news)

Language and principles of writing: Basic differences between the print, electronic and online journalism

Exercises in news report writing (refer to 101reporters.com)

Module III: Newspaper Organization and Setup

Basic journalism terminology

The Newspaper organization

Various departments and their role

The editorial/newsroom set-up

Role of copy editors; editors; proof readers

Module IV: Trends and Contemporary Debates

Media and Democracy: Responsibility to Society; Press and Democracy

Contemporary issues relating to ownership and control in journalism

Ethical concerns and the role of Press Councils

Factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

News industry transformation: digital technology, social platforms and the spread of misinformation and disinformation

Combatting disinformation and misinformation through Media and Information Literacy (MIL) and fact checking

Objectivity and politics of news. Neutrality and bias in news.

Impact of Technology on newspapers and Magazines.

Citizen Journalism

Module V: Basics of Editing & Producing a Newspaper

Editing and rewriting news and features

Principles of Editing – Rewriting different copies – Computer Editing – Style Sheet.

Headlines – techniques, styles, purposes, kinds of headlines. Page make-up, Computer layout

Principles of photo editing. Definition—Journalistic writing Vs Creative Writing.

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Newspaper Design and Layout – Front and Inside Pages- Computer Page Makeup; Principle & Techniques of Page Makeup. Picture Editing and Caption Writing

Exercises on Copy editing.

Understanding newspaper production

Text & References:

Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York.

Gormly Eric. (2005) Writing and Producing News. New Delhi: Surjeeth publications

M. L. Stein, Susan F. Paterno & R. Christopher Burnett. (2006) News Writer's Handbook. Blackwell

J. V. Vilanilam. Mass Communication in India. Sage publications: New Delhi, 2005

Kamath M. V. Professional Journalism, Vikas publication House

Klaus Bruhn Jensen. A handbook of Media and Communication Research. Routledge, 2003

Mencher, Melvin. (1977). News Reporting & Writing. Wm. C. Brown Co.

Neal, James A & Brown, Suzane S (2003) News Writing & Reporting. New Delhi, Surjeeth Publications,

Professional Communication

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
BC108	4	30	70	100

Course Objectives:

The objective of this course is to enable students to:

1. Develop a comprehensive understanding of communication and its application in different contexts.
2. Discuss the processes of communication.
3. Analyze and discuss different types of business correspondence.
4. Develop skills in written as well as oral communication.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Develop a comprehensive understanding of communication and its application in different contexts.
2. Discuss the processes of communication.

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3. Analyze and discuss different types of business correspondence.
4. Develop skills in written as well as oral communication.

Module I

Verbal and Nonverbal Communication

Oral Communication: forms, advantages, and disadvantages; Written Communication: forms, advantages, and disadvantages; Principles and Significance of Nonverbal communication, KOPPACT (Kinesics, Oculistics, Proxemics, Paralinguistics, Artifactics, Chronemics, Tactilics)

Module II

Social Communication Essentials and Cross-Cultural Communication

Small talk, building rapport, Informal Communication; Public speaking in multi-cultural context, Culture and Context, Ethnocentrism, stereotyping, cultural relativism, Cultural shock, and social change.

Module III

Meetings

Meetings: Meaning and Importance, Purpose of Meeting, Steps in conducting the meeting, Written documents related to meeting: Notice, Agenda, Minutes

Module IV

Report Writing

Types of Report, Significance of Reports, Report Planning, Process of Report Writing, Visual Aids in Reports

Module V

Employment Communication

Cover Letter, Resume, participating in a Group Discussion, Preparing for an interview, Appearing in an interview

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Text & References:

Text:

- Essentials of Management, H. Koontz
- Principles and Practices of Management, Bakshi
- Student Study Material (SSM)

References:

- Management, Stoner, Freeman & Gilbert
- Principles & Practices of Management, L.M. Prasad / C.B. Gupta
- Management Today, Burton & Thakur

SECOND SEMESTER

Development Communication: Theory and Practice

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC637	5	30	70	100

Course Objectives

The students will be introduced the concept of development which will enable them to:

- Enhance their understanding of the concept of development and cater to the paradigm shift in development
- Familiarize them to various dimensions of development and communication for social change and empowerment.
- Magnify the knowledge base of theories around development, and its relation to culture, individual and community behavior change, in addition to societal transformation.
- Understand the contemporary approaches to C4D concepts and techniques.

Learning Outcomes

The course will help students in the following areas.

- Students will be able to understand the need for development and the various approaches and paradigm shifts in development through various theories, models, and case studies
- Students will be able to the role of development-oriented communication including formats such as entertainment education

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- Students will be able to critically analyze the issue and challenges in development communication, both nationally and internationally.
- Students will be able to understand the importance of social change campaigns and how they work.

Course Contents/Syllabus:

Module I: Concept of Development

- Concept and definitions of development; Characteristics of developing countries
- Shift from dominant to participatory paradigm of development
- Theories of development Rostow's Linear-stages-of-growth model, Structural-change theory, Dependency Theory, World system theory, Center periphery theory

Module II: Approaches to Development

- Alternative approaches to Development: Social, Cultural, and Political Perspectives in Development.

Need based approach; Sustainable Development; Human Development Approach; Rights Based Approach and Participatory Approach to Development, Development as Freedom; Empowerment Approach; Millennium Development Goals. Sustainable Development Goals

Module III: Development Communication

Development Communication- concept and characteristics

Principles of development communication

Differences between Communication for Development and Development Communication; Role of all forms of media in Development.

Innovations and trends in Development Communication: Positive Deviance; Entertainment-Education; Corporate Social Responsibility

Role of NGOs in Empowering individuals and societies

Concept and approaches of Behavior Change Communication; Information, Education, and Communication for Development

Role and importance of development journalism-national and international perspectives

Module IV: Issues in Development Communication

Mass media and its focus on key developmental issues such as health, poverty, education, gender discrimination, climate change.

Rural setting and development issues: Health, Population, Poverty, Women and Child Development, Sanitation, Agriculture, Water

Urban setting and development issues: Health, Urban housing, Water and Sanitation, Employment, Environmental Concerns (Examples and case studies).

Advocacy and social mobilization for awareness for social change

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Module V: Development Campaigns and Approaches for Social Change

Importance of social change campaigns

Various Channels for campaign designing and dissemination – radio, television, newspapers, new media, traditional and folk media, indoor and outdoor media; treatment of message in various cultures; role of culture and importance of attitudes, beliefs, and practices in communication.

Key social change and development campaigns by various ministries and/or NGOs: Analysis and Critique of Community Radio and Development communication

Text & References:

- E.A. Coddington and N. Levinson, *Theory of Ordinary Differential Equations*, Tata McGraw-Hill, 2000.
- P. Hartman, *Ordinary Differential Equations*, John Wiley & Sons NY, 1971.

References:

- S.L. Ross, *Differential Equations*, John Wiley & Sons,
- G. Birkhoff and G.C. Rota, *Ordinary Differential Equations*, John Wiley & Sons, 1978.
- G.F. Simmons, *Differential Equations*, Tata McGraw-Hill, 1993.
- I.G. Petrovski, *Ordinary Differential Equations*, Prentice-Hall, 1966.
- D. Somasundaram, *Ordinary Differential Equations, A First Course*, Narosa Pub., 2001.
- S.G. Deo, V. Lakshmikantham and V. Raghavendra, *Textbook of Ordinary Differential Equations*, Tata McGraw-Hill, 2006.

Investigative Journalism

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC753	5	30	70	100

Course Objectives

- To make students recognize basic journalistic terminology
- To make students identify the sources of information
- To make students understand the basics of investigative journalism
- To make students understand the different types and kinds of investigations that can be done
- To make students understand some landmark case studies related to press investigations

Learning Outcomes:

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- Students will be able to recall the historical aspects of different forms of journalism and also identify the need to gather information from variety of sources.
- Students will be able to identify and apply the tricks and tools of investigation.
- Students will be able to identify and use different methods of investigation
- Students will be able to apply the knowledge gained to conduct investigations and bring out the truth for the audiences
- Students will be able distinguish between investigative storytelling techniques for different media

Module I –

News Sources & credibility

Basic Journalism Terminology

Sources of Information

Learning the nuances of newswriting

Module II –

Basics of Investigative Journalism

- Origin and Development of Investigative Journalism
- Invention and Development of Investigative Tools
- Basic Skills Required for Investigative Journalism

Module III–

Kinds of investigation

Scams and Scandals

Investigations during election campaigns, communal riots, defence and corporate deals, militancy and extremism, and anti national activities

Role and knowledge of certain law enforcement agencies like CBI, EOW, CB-CID, RAW, NIA etc.

Module IV–

Techniques of Investigative Journalism

Knowledge about how investigations are conducted:

From an idea to a hypothesis, budgeting your investigation, building a team, identifying and developing a network of sources, conducting documentary research, live interviews, site visits or observations, testing adequacy of evidence gathered, pitching a story and finally submission of final draft with all facts and attributions in place.

Specialised techniques of investigation:

Impersonation, ambush, embedding as a mole, gonzo immersive journalism as techniques for conducting investigation, use of hidden cameras to conduct sting operations.

- Types of tools used in investigation:

Human trail, electronic and online trail, conducting on-field research, researching databases and accessing corporate and government records. .

Module V–

Selected Case Studies

- Panama Papers
- Washington Post reportage of 9/11 published as “Top Secret America”

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- Washington Post and The Guardian's reportage on NSA surveillance
- The Hindu's Bofors expose
- Tehelka's expose of the Match Fixing Scandal and Operation West End
- Open Magazine's and Outlook's investigation surrounding the Nira Radia tapes
- The Guardian's expose of the Facebook–Cambridge Analytica data scandal
- WikiLeaks and the role of Julian Assange
- Sting operations conducted by Cobrapost

Text & References:

Text:

- J. Jacod and P. Protter, Probability Essentials, Springer, 2004.
- V. K. Rohatgi and A. K. Md. E. Saleh, An Introduction to Probability and Statistics, 2nd Edn., Wiley, 2001.

References:

- P. G. Hoel, S. C. Port and C. J. Stone, Introduction to Probability Theory, Universal Book Stall, 2000.
- G. R. Grimmett and D. R. Stirzaker, Probability and Random Processes, 3rd Edn., Oxford University Press, 2001.
- S. Ross, A First Course in Probability, 6th Edn., Pearson, 2002.
- W. Feller, An Introduction to Probability Theory and its Applications, Vol. 1, 3rd Edn., Wiley, 1968.
- J. Rosenthal, A First Look at Rigorous Probability Theory, 2nd Edn., World Scientific, 2006.

Marketing Management

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MKTG601	5	30	70	100

Course Objectives:

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization. The course will thus provide the students with a systematic framework for understanding marketing management and its 4P's strategy.

Accordingly, the course emphasizes the following:

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Primary and changing perspectives on marketing management in the New Economy.

The impact of interactive media on marketing management.

Applied marketing management and strategy, domestic and global.

An international focus in developing marketing management and its strategies.

Student Learning Outcomes:

The student would be able to develop an understanding of the market characteristics and the nature of competition in such markets.

The student who completes the course will be able to develop skill in organizing for effective marketing and in implementing the market planning process.

The student of the course will be able to develop an insight and knowledge base of the various underlying concepts driving marketing strategies.

The programme will equip the student to apply concepts, theories, models, and tools in developing 4P's of marketing.

By the end of the course student will be able to critically assess current and future metrics, research technologies, and research data output related to the subject.

Module I: Understanding Marketing in New Perspective

Marketing Management Defined. Customer Value and Satisfaction, Philosophies of Marketing Management. Difference between marketing and Selling, Relationship marketing, Social marketing. Strategic Planning in marketing, formulating the marketing plan.

Module II: Analyzing Consumers & Selecting Markets

Consumer Behaviour-Defined. The factors influencing consumer behaviour. The stages in the buying process, the buying decision making process. Factors effecting the buying decision; Adoption process. Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation. Evaluating the Market Segments. Targeting the Market Segments. Developing a Positioning Strategy

Module III: Managing Product Strategies

Products and Services Defined. Classification of products. New Product development, stages of New Product Development. Packaging and Labeling. Product mix decisions and line management. Length, width and depth of a line, Line analysis, and Brand Management. Product

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life cycle, stages in lifecycle and factors affecting each stage. Managing product life cycles.

Module IV: Identifying Pricing Methods and Strategies

Pricing Definition. Setting the price, adapting the price. Initiating and responding the price changes. Identifying Pricing Strategies.

Module V: Managing Channel Dynamics & Integrated Marketing Communication

Channel functions and flows. Channel design and management decisions. Channel dynamics. Vertical horizontal and multi-channel marketing systems. Market Logistics decisions. Integrated Marketing Communication. Marketing Communication Process. Promotion mix, Advertising, Personal Selling. Sales Promotion, Publicity and Public Relations. Direct Marketing.

Text & References:

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt.
- Kurtz, (2008) Principles of Marketing, Cengage Learning, India,
- S. Neelamegham, (2009), Marketing In India, Vikas publishing house,
- Biplo Bose, (2008), Marketing Management, Himalaya Publishing House.
- Paul Baines, Chris Fill, Kelly Page, (2009), Marketing, Oxford University Press
- Winner (2009), Marketing Management, Pearson India Pvt.
- William L. Pride and O.C. Ferrell, (1993) Marketing Concepts and Strategies, Boston, Houghton Mifflin.
- Czinkota and Kotabe , (2007) Marketing Management, Cengage Learning, India
- Evans, (2008), Marketing Management, Cengage Learning, India
- Rajan Saxena, (2010) , Marketing Management, Tata McGraw Hill

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Media Ethics Laws and Governance

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC630	5	30	70	100

Course Objectives

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To discuss various media laws
- To understand the context and framework of media regulation in India
- To discuss the regulations of advertising

Learning Outcomes:

- Students will be able to relate to ethical issues faced by the media
- Students will be able to discuss framework of free speech in India
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analyze the framework of media regulation in India.
- Students will be able to discuss the framework of regulation for Advertising

Course Contents:

Module I Media Ethics

- Ethical framework: Concept of Deontology & Consequentialist
- Truth and transparency in Journalism
- Press as the fourth Estate
- Code of conduct for Journalists (Press Council, Editor Guilds)
- Confidentiality of Sources
- Editorial content & integrity

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- Trends in commercialization: paid news, advertorials, private treaties
- Case studies (National and International)

Module II : Free Speech

- Constitutional Provisions of freedom of speech and expression
- Restrictions on freedom of speech and expression
- Press Freedom
- Law on Sedition, Morality, Obscenity and Censorship

Module III : Media Laws

- Introduction to the legal system in India
- Defamation
- Contempt of court
- Official Secrets Act
- Right to Privacy (Investigative journalism and right to privacy)
- Copyright, Trademark and Fair Use
- Right to Information (Accessing government documents)
- Cinematograph Act
- Indecent Representation of Women Act
- Law on cyber security (IT Act, 2000)

Module IV: Media Regulation

- Framework of regulation in India (print, broadcast, Films, Internet)
- Regulatory bodies for print, broadcast, Films (PCI, NBA, BCCC, Censor Board)
- Cable Television Regulation Act, 1995
- Content Regulation on Television
- The role of stakeholders in content regulation
- Self Regulation

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Module V Regulating Advertising

- Constitution and Role of ASCI
- Guidelines for regulation of a) - Automotives & Safety b) Educational Institutions c) Food & Beverages d) Disclaimers in an Advertisement
- Laws governing Advertisements
- Products and Services banned from Advertising
- a) Tobacco- Tobacco Prohibition Act, 2003
- b) Alcohol - Cable Television Network Rules, 1994
- c) Human Organs - The Transplantation of Human Organs Act, 1994
- d) Magical Remedies - The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954
- e) Services for-Natal Determination of Sex - The Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994
- f) Physicians - Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002
- g) Legal Services - Advocates Act 1961
- h) Prize, Chits & Money Circulation Schemes - Prize Chits and Money Circulation Schemes (Banning) Act, 1978
- i) Firearms, Weapons & Ammunitions - Arms Act, 1959
- j) Competition Act (2002, 2007) and impact on Advertisement

Cognitive Analytics and Social Skills for Professional

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
BS605	4	30	70	100

Course Objectives:

To understand the Cognitive Analytics and Social Cognition

To apply emotional intelligence in decision making

To develop leadership skills for effective management

To practice resilience during uncertainty

Learning Outcomes:

Students will be able to:

Demonstrate cognitive and social skills in problem solving

Apply emotional intelligence in decision making

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Translate leadership skills in practice for effective management

Implement resilience during adversity

Module 1- Cognitive Analytics and Social Cognition

- Understanding the self-preliminaries
- Models of Understanding Self- T-E-A Model
- Models of Understanding Self-Johari Window
- Models of Understanding Self-PE Scale
- Meaning and Importance of Self Esteem, Self-Efficacy, Self-Respect
- Behavioural Communication- Assertive Skills
- Technology adoption, Social Media Etiquettes
- Creativity (ICEDIP Model), Visualization
- Problem sensitivity
- Problem Solving (Six Thinking Hats)
- Cognitive Flexibility
- Cognitive Errors
- Introduction to Social Cognition
- Attribution Processes (Perceptual Errors)
- Social Inference
- Stereotyping
- Prejudice
- Accepting Criticism

Module 2 : Attitudes & Emotional Intelligence

- Understanding Attitudes
- Characteristics of Attitude: valence

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- Characteristics of Attitude: multiplicity
- Characteristics of Attitude: relation to needs
- Characteristics of Attitude: centrality, pervasiveness
- Characteristics of Attitude: invisible, acquired
- Components of Attitudes (Affective, Cognitive, Behavioural)
- What are Emotions
- Healthy and Unhealthy expression of emotions
- Relevance of EI at workplace
- Emotional Intelligence and Competence
- Components of Interpersonal Intelligence
- Intrapersonal Intelligence

Module 3 : Leadership and Managing Excellence

- Team Design Features
- Life Cycle of a Teams
- Types of Team Building
- Development of Team Building
- Issues in Team Performance
- Types of leaders
- Leadership styles in organizations: Part 1
- Leadership styles in organizations: Part 2
- Situational Leadership
- Strategic Leadership and Change Management- Mentoring, Building Trust, Building a Culture of Inclusion: Part 1
- Strategic Leadership and Change Management- Mentoring, Building Trust, Building a Culture of Inclusion: Part 2

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- Sociometry (Sociometry Criteria, Applications of Sociometry, Construction of sociogram): Part 1 (Repeated)
- Personal Branding
- Time Management
- Work Life Integration
- Relationship Management (Personal & Professional)

Module 4 Conflict Resolution and Negotiation

- Meaning, nature, sources, stages & types of conflicts
- Factors affecting conflict
- Impact of Conflict
- Ethical Dilemmas in Conflict
- Conflict Resolution Strategies
- Comparison of conflict management styles
- Matching conflict management approach with group conditions
- Third Party Intervention- Mediation, mediation process, function of the mediator, preconditions for mediation: Part 1
- Third Party Intervention- Mediation, mediation process, function of the mediator, preconditions for mediation: Part 2
- Inter cultural communication and conflict resolution• Negotiation -Types, purpose, stages: Part 1
- Negotiation -Types, purpose, stages: Part 2
- Four pillars of negotiation
- Strategies, Persuasion
- Behaviour and conduct during negotiation
- Closing the negotiation

Module 5 : Values & Ethics

- Meaning & its type
- Difference between values and Ethics
- Relationship between Values and Ethics
- Significance of moral values
- Practical Applications of Values & Ethics
- Moral Icons
- Its role in personality development
- Character building-“New Self awareness”
- Personal values-Empathy, honesty
- Personal values- courage, commitment
- Core Values -Respect, Responsibility

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- Core Values - Integrity, Care, & Harmony
- Resilience and Agility in Uncertainty
- Overview of Resilience
 - Paradox of choice
 - Overcoming negative thinking- Abc technique (Adversity, believes and consequences)
 - Personality & cognitive variables that promote resilience
 - Role of family and social networks
 - Models, Symptoms and consequences of stress: Part 1
 - Models, Symptoms and consequences of stress: Part 2
 - Strategies for stress management: Part 1
 - Strategies for stress management: Part 2
 - Agility in VUCA environment
 - Resilience and agility for higher performance

THIRD SEMESTER Basics of Video Editing

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
FILM 706	2	30	70	100

Objective

The course has been devised and designed to provide sound grounding of basic concepts about video editing and enhanced practice of the nuances of visual editing.

Learning Outcomes:

- After completion of this course the students would be able to
- Identify the editing style for a visual production Interpret the visual meaning to the film development.
 - Apply logical visualization and intercutting for enhancing the visual appeal of the film.
 - Organize and categorize the task of editing aesthetically.
 - Critically evaluate various available options for editing a film
 - Devising the best postproduction design for the given task with available footage and other postproduction elements.

Course Content

Module I –Understand requirements and plan workflow

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Understanding requirements for post-production.

- a) Understanding Film as an Art.
- b) Understanding the Aesthetics of film and its Editing.
- c) Difference between a Creative Editor and A Technical Editor.
- d) Editing Versus A Long Take
- e) Understand the Directors vision- creating sequences with meanings.
- f) Basic Aesthetic Principles for editing-TIME, SPACE AND RHYTHM.
- g) Constructions of Shot, Scene and Sequence.

Understanding the Demand of the Story line and also Target audience.

- a) Determine key post-production processes techniques –Importance of the STORY BOARDING- Camera Movement, Camera Angles, The placement of the Characters in the Frame.
- b) CONTINUITY Editing
- c) Mise-en-scene and Montage

Preparing and finalizing work plan in accordance to requirements.

Translate expectations into effort estimates for each process and prepare a work plan, keeping in mind the impact on the production budget, timelines and technical viability.

Module II -- Manage equipment & material

Preparing materials and equipment for the postproduction process

- a) Analogue and Digital Video, Digital Intermediate Technology.
- b) Gather raw footage/material maintaining LOG SHEET.
- c) Ingest and digitization.
- d) Break down the workflow into tasks that can be performed on a daily basis.
- e) Different Video formats and sizes, Various editing software and their usage.
- f) Linear and Non- Linear system.

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- g) Concept of working Online and Off Line editing.
- h) Save back-ups for interim work-products in the appropriate file Formats.

Module III -Edit the production

Preparing to edit the production.

- a) Visualize the flow of the story idea and conceptualize possibilities Decide on the Editing pattern.
- b) Prepare a Rough Cut to ensure the required standards for the Deliverables are adhered to.
- c) Multi CAM Online Editing System- Roles and Responsibilities of different Personals'.
- d) Importance of a Edit Display List- EDL

Module IV Editing and preparing the final output.

Editing and preparing the final output:

Cut, Sequence and merge the material using digital software to create an output that meets the guidelines and has the required attributes (e.g pace, direction, style, mood and Impact) that would appeal the target audience

- a) Basic transitions and their use in editing
- b) Creating sequences with meanings
- c) Essential attributes: direction, style, mood and impact that would appeal to the target audience.
- d) Authorship and style of edited content
- e) Role of sound /music in adding emotion
- f) Experimental editing styles
- g) Soundtrack Pro - Introduction of Soundtrack Pro, focus on concepts and processes of audio editing, Sound Effects, Single Track and Multi-Track audio, Sound Track Pro Gallery. Leveling of all the soundtracks (sound effects, Music, Voiceover AND Ambience sound) and finally mixing them.
- h) Creating Graphics and Tittles for your Video.

Module V- Final work Product and workplace health and safety

Ensuring work-products are distribution/exhibition ready as per the Required technical specifications.

- a) Ensure final work-products are prepared in appropriate file formats (e.g. mp4, avi, wmv, mpg and mov) and appropriate medium (e.g. DVD, film, tape and digital) compatible with intended distribution/exhibition mediums.
- b) Clear logs/data and keep the software and equipment ready for future use.

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- c) Understanding the health, safety and security risks prevalent in the workplace
- d) Knowing the people responsible for health and safety and the Resources available
- e) Identifying and reporting risks
- f) Complying with procedures in the event of an emergency

Texts:

Reisz and Millar, 2009. "The Techniques of Film Editing", Focal Press.

Goodman, Robert, and McGrath Patrick, 2002. "Editing Digital Video: The complete creative and technical guide". McGraw Hill.

Dancyger, Ken, 2010. "The Techniques of Film And Video Editing". Talor and Francis.

Frank, Lezzi, 2012. "Understanding Television Production", Prentice-Hall.

Zettl, Herbert, 2006. "Television Production Handbook", Thomson Wadsworth.

Donalds Ralph, Spann Thomas, 2012. "Fundamentals of TV Production", Surjeet Publications

Financial Journalism

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC 746	4	30	70	100

Course Objectives:

The aim of this course is to introduce the students to the concepts of business journalism. The course will make students aware of how a business newsroom essentially functions. It will discuss the fundamentals of macroeconomic policy including the roles essayed by the finance ministry (Department of Expenditure, Department of Revenue, Department of Economic Affairs, Department of Financial Services, and the Department of Investment and Public Asset Management), the commerce and industry ministry (Department of Commerce and Department for Promotion of Industry and Internal Trade, Reserve Bank of India, the NITI Aayog and the PM Economic Advisory Council, Ministry of Corporate Affairs (Registrar of Companies) and Ministry of Statistics and Programme Implementation (MoSPI) and other line ministries and departments. It will give the students an insight into equity reporting including the oversight role of the Securities Exchange Board of India. It will also provide the students with an understanding of how commodities are reported, including the oversight provided by the Forwards Market Commission. The course will also give an insight about fund reporting and will describe the role of regulators like Insurance Regulatory and Development Authority of India, the Pension Fund Regulatory Development Authority. The course will also discuss the importance of legal aspects of business journalism including the very important role being played by many tribunals now. At the end of this course, the students would be able to relate to practices in business journalism and write stories pertaining to business and financial journalism.

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Learning Outcomes:

Students will be able to identify and recognize how a business newsroom functions across various media platforms.

Students will be able to relate to the basics of macroeconomic policymaking in India.

Students will be able to identify various facets of corporate and commodity reporting in India including the functioning of various markets.

Students will be able to identify how fund reporting is done in India and the role essayed by the IRDAI and the PFRDA.

Students will be able to identify the many legal aspects related to business and financial journalism.

Students will learn how to interpret and analyse datasets and will also demonstrate ability to write spot and feature stories related to business and finance.

Module I: Introduction to Business Journalism

What is financial reporting all about?

Functioning of a business newsroom including hierarchies

Elementary knowledge of macroeconomic policymaking in India

Basic understanding of money, equity, commodity and fund reporting

Module II: Macroeconomic policymaking in India and its reportage

Functioning of the Finance Ministry including the Department of Economic Affairs, Department of Expenditure, Department of Revenue including the Central Board of Direct Taxes (CBDT) and Central Board of Indirect Taxes and Customs (CBIC), Department of Financial Services and Department of Investment and Public Asset Management.

Relevance of the Union Budget and its preparation

Role of RBI (monetary policy framework) including its impact on banking operations, inflation management, buying and selling of government securities, money and currency markets, and forex interventions.

Functioning of the Commerce and Industry Ministry including that of the Department of Commerce and Department for Promotion of Industry and Internal Trade, Directorate General of Foreign Trade, Directorate General of Trade Remedies (Anti-Dumping), understanding foreign trade and the investment scenario in India

Role of the Ministry of Statistics and Programme Implementation (MoSPI) and the Central Statistics Office

Understanding various macroeconomic indicators and their implications on the Indian economy

Role of Credit Rating Agencies in macroeconomic policymaking in India

Reporting funds and understanding the importance of IRDAI and PFRDA

Role of Ministry of Corporate Affairs including that of Registrar of Companies, Competition Commission of India and the Serious Fraud Investigation Office

Role of Ministry of Labour and EPFO

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Role of NITI Aayog and the PM's Economic Advisory Council in macroeconomic policymaking in India

Role of the Finance Commission in macroeconomic policymaking

Role and importance of various trade associations

Importance of Public Account Committees

Module III: Corporate and Equity Reporting

Understanding various beats in corporate and equity reporting

Role and importance of various industries: Oil and Petroleum, Aviation, Telecommunications, Automobile, Power, FMCG, Steel, Cement, IT and Electronics, Banking and Insurance, Chemicals and Pharmaceuticals, Heavy Engineering, Railways, Agriculture, Metals and Mining, Consumer Durables, Roads, Manufacturing and Services

Understanding how the stock markets and indices (BSE Sensex and NSE Nifty) work

Understanding the role of SEBI in market regulation

Learning how to analyse quarterly and annual results of corporates and PSU corporations and undertakings.

Reporting mergers, acquisitions and takeovers.

Module IV: Commodity Reporting & Writing business stories

Understanding various beats in commodity reporting

Role of the Ministry of Agriculture, Consumer Affairs, Food Processing Industry and Commerce and Finance in the agriculture and food sector

Understanding the economics of Minimum Support Price and why is it necessary for the agriculture industry.

Understanding the reasons behind agriculture distress in India

Role of IMD in Commodity Reporting

Covering various commodities: vegetable oils, pulses, cotton, spices, sugar, plantation, grains, precious metals, metals, energy etc.

Covering commodity markets and role of Forwards Market Commission (now merged with SEBI)

Writing stories on the macroeconomic policy framework including analytical pieces on various issues surrounding the economy

Learning pre-Budget and post-Budget stories and interviews

Learning how to write market trends (money, equity, commodity)

Learning how to analyse and interpret datasets and writing spot stories and analytical pieces

Learning how to write pre-result copies and post-result copies.

Module V: Covering courts and legal aspect of business journalism.

Understanding the need to cover courts as part of business reporting.

Covering courts (Supreme Court, High Court and District Courts) and Tribunals (Authority for Advance Rulings, Central Electrical Regulatory Authority, National Company Law Tribunal,

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Competition Commission of India, Customs Excise And Service Tax Appellate Tribunal, Employees Provident Fund Appellate Tribunal, Income Tax Appellate Tribunal, National Green Tribunal, Telecom Disputes Settlement & Appellate Tribunal (TDSAT), Telecom Regulatory Authority of India)

Text Reading:

Hayes, K. (2014). Business Journalism. Apress.

Siegel, J.G. (2000). Accounting Handbook. Barron's Educational Series.

Beattie, V., Fearnley, S., Brandt, R. (2001). Behind Closed Doors: What Company Audit is Really About. Palgrave Macmillan.

Leder, M. (2003). Financial Fine Print: Uncovering a Company's True Value. John Wiley & Sons Inc.

Fridson, M. S. (1995). Financial Statement Analysis: A Practitioner's Guide. John W. Wiley & Sons.

Comiskey, E.E., Mulford, C.W. (2000). Guide to Financial Reporting and Analysis. John Wiley & Sons, July 2000

Andrew, J. (1993). How to Understand the Financial Press. Kogan Page Ltd.

Public Relations and Events

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
PRCC716	4	30	70	100

Course Objectives:

to describe the concept of Public Relations and Events

to describe the PR practices and media relations

to discuss and review PR campaigns.

to classify various tools and techniques of event management

to identify the contemporary trends in PR and events

Learning Outcomes:

Categorize PR and event functions and their role in various sectors.

Illustrate the structure of PR and event agencies.

Demonstrate the learning of PR campaigns and cases.

Design and develop event plans and campaigns.

Apply knowledge acquired in the industry relevant aspects.

Course Content

Module I Introduction to Public Relations & PR Agencies

PR: Definitions, Meaning, Objectives and scope

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PR and its publics

Functions of Public Relation - Employee Relations, Media Relations, Community Relations, Government Relations, Investor Relations and financial PR, Corporate PR

Distinction between PR, Propaganda, Advertising, publicity, Marketing

PR interface with other Managerial disciplines

PR Agency- Tools and Techniques

PR agency: Concept, Structure and Functions

Account Planners and Liasoning.

Module II Introduction to Event Management and Event Agencies

Concept of event and event management

Different Kinds of Events

5 Cs of Event Designing

Event as PR and Marketing tool

Relationship of Event with Advertising and PR

Organizational Structure of an Event Management company

Event Management Personnel: Role and Responsibility

Business Operations and Accounting

Module III PR Planning &Event Organizing

Preparing Event Brief

Organizing Event :Mock Press Conference

Plan: objectives, date& suitable day, venue, time, invite, hospitality, refreshments (food allergies), equipment, internet facility, Internet coupons, gifts/giveaways, collaterals, infrastructure, checklist, guests, budget, Licensing & permissions

Press release, Audio release, Video release, social media news release

Write Minutes of the Meeting, and Notice

Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift e. Scheduling: Opening Speech, presentation,

Post-Conference PR: compilation of media coverage.

Module IV Public Relations Campaigns

Models of PR: RACE Model – Four step process, Press Agency Model , Public Information Model, Two Way Asymmetrical, Two Way Symmetrical

PR Campaigns- Accounts,Briefs, Pitch

Role and importance of PR Campaigns

Planning and objectives - Target publics, Message design, Media selection, Action plan, implementation, evaluation and impact

Case studies of a public relations campaign (national and international)

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Module V Evaluation, Assessment & Trends in Event and PR

Evaluation and Impact Assessment: Concept, Techniques and Application

Monitoring and Controlling the Event

Crisis in Events

Careers in Event Management

Events and sponsorships

Lobbying

New trends used by PR professionals – influencers, digital PR (campaign case study), digital measurement tools.

Emerging Trends in Event Management

Text Reading:

Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.

Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.

Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.

Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.

Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi:Har-Anand Publications.

Goyal, S. K. (2010). Event management. New Delhi: Adhyayan& Distributors.

References:

Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.

Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.

Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com

Additional Reading:

Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.

Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.

Any other Study Material:

prcai.org/

<https://www.exchange4media.com>

<https://www.holmesreport.com/events-awards>

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Media Research and Application

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC726	6	30	70	100

Course Objectives:

- To introduce the students to the various applications of media research
- To discuss media research concepts for print, electronic, advertising and PR industries
- To help students understand the various measurement scales used in research
- To introduce students to writing a research paper/article and present the same.

Learning Outcomes:

Students will be able to

The students will be able to learn and apply Public Relations Research, its types, methods and process for conducting a Research Project.

The students will be able to learn and apply the methods for evaluating data collected.

The students will be able to learn and apply the concept, importance and relevance of Events Research.

The students will be able to learn and apply various tools for research used in the era of Digitalization.

Course Content

Module I An Overview of Communication and Media Research

What is research? Concepts and steps in research process

Communication research: Concept, Scope and Areas of Analysis –

Research designs: Exploratory, Descriptive and Experimental

Approaches to research: Qualitative, Quantitative and Mixed; Inductive and Deductive;

Historical, Ethnographic, Psychological and Sociological.

Module II -Theoretical Framework of Media Research

Theoretical Framework: Application of theories and Models of Communication and other disciplines (e.g.: sociology, psychology, philosophy, history, political science, humanities, linguistics) in research.

Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.

Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview, Discourse analysis, Ethnography, Longitudinal study.

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Module III Measurement Scales in Media Research

Basics of statistics

Hypothesis

Normal distribution curve

Measurement Scales: Nominal, Ordinal, Interval & Ratio Scale

Module IV -Hypothesis Testing and Error in Measurement

Sources of Error in Measurement, Important scaling techniques: Rating Scales, Arbitrary Scales, Differential Scales (Turnstone-type-scales), Summated (Likert Scale), Cumulative scales, Social distance scales: Likert & Bogardus scale, Socio economic status scale: Trivedi & Pareek scale, Attitude and Social Status Scale & Factor Scales. Types of Reliability and Validity test used for construction of scales. Test of significance: t – test, F test, Chi – square test. Coding of Qualitative data.

Introduction to SPSS. CAQDS (Computer Assisted Qualitative Data Analysis Software): Atlas.ti, Nvivo

Module V Research Writing and Publication

Proposal, Abstract, Synopsis

Writing research article/proposal

Types of Communication Research reports: Monologue, Research Articles/Paper, Project Report, Dissertation, Thesis, Books, and sharing the findings in newspapers.

Significance of Reference and Bibliography in Research: In-text citation, Proper Attribution, Managing the Reference and Bibliography following standard styles (e.g. APA, MLA), and Online Citation Tools (Mendeley, Citation

Machine, Zotero, EndNote)

Comparing styles of referencing – MLA, APA, Chicago

Text Reading:

Jonjua Mehak (2018). Insights Into Research Methodologies. Chandigarh: Mohindra Publications.

Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.

Kishore D, (2013). Handbook of Communication Research. Makhnallal Chaturvedi National University of Journalism and Communication, Bhopal.

C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

Arthur Berger (2011). Media and communication research methods. New Delhi: Sage.

Klaus Bruhn Jensen (2002). A handbook of media and communication research: Qualitative and quantitative methodologies. London: Routledge.

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Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

Strauss, A., & Corbin, J. (2014). Basics of qualitative research: Techniques and procedures for developing grounded theory. New Delhi: Sage

New Media and Digital Technology

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC 755	6	30	70	100

Course Objectives:

The objectives of the course are to:

Students will gain a basic understanding of the internet.

Students will recognize the need for media convergence and its different types

Students will understand the basics of New Media

Students will understand the basics of web journalism.

Students will analyze how social media is used for news.

Students will get a basic insight into digital marketing.

Students will identify and identify emerging trends in social media.

Students will get an understanding about the various types of cyber laws and cybercrimes.

Learning Outcomes:

Having taken this course, the students will be able to:

Students will recognize the need for and importance of the internet for a journalist in the 21st century.

Students will identify the need for convergence of media and technology.

Students will recognize the concepts of web-based journalism and mobile journalism

Students will recognize the concepts of social media in this emerging media landscape

Students will be able to explain new media, its origin and evolution and impact on readers, business and society.

Students will employ the learnings from this course in their daily routine whether they work as journalists or other communication professionals,

Students will understand cyber-crimes and the regulatory mechanism surrounding them.

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Module 1: Internet and New Media

Internet and its functions, How internet works and basic terminologies of the digital world – megabytes, gigabytes and terabytes, URL, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, web-based readers and stand-alone readers, From Web 1.0 to Web 4.0, Exploring the business side of Web 4.0, Transition from traditional journalism to multiplatform journalism, Journalism of open doors, Theorizing New Media by Lev Manovich

Module 2: Media Convergence

Media convergence and its types, Contribution of Henry Jenkins, Advantages and disadvantages of media convergence, The hybridization of media, Role of media convergence in digital marketing

Module 3: Being a New Media Journalist

Being a new media journalist – learning to leverage technology and internet for data, news, research, crowd sourcing, and managing conversations, Need for content over quality, Mobile and Backpack Journalism, Tools of new media – using a smartphone to record, edit and disseminate audio and video clips, cloud computing

Module 4:

Using Social Media for News Social media sites and their relevance, Tags and folksonomy and their use in social media, Curating content for news apps, Understanding how independent digital journalists operate (Quint, Scroll, Wire, The Print etc.), Policymakers and their use of social media (role of Twitter and Facebook in governance), Fake news: Differentiation and combating, Web analytics and leveraging it for maximizing audiences

Module 5: Digital Marketing and Cyber Crimes

What is digital marketing and what is its relevance?, Organic and inorganic search, Understanding search engine optimization and search engine marketing, Content marketing and influencer marketing and how it works over the internet and social media, Social media marketing, Designing a social media marketing plan, Understanding data, big data, data analytics and data 34ecognize34ion across the media spectrum, Leveraging use of internet of things and blockchain technology for digital media, Artificial intelligence and how traditional roles are being altered using AI in newsrooms, Gaming trends, Viral content and user generated content, From Web 4.0 to Web 5.0, Cyber-crimes: Types and cases, Cyber Laws (IT Act, 2000, IT (Amendment) Act , 2008 and Draft Personal Data Protection Bill, 2018), Role of cyber-crime cells.

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Text & References:

Briggs Mark. Journalism 2.0: How to Survive and Thrive

Wardrip Noah -Fruin & Montfort Nick. The New Media Reader

Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction

Dewdney Andrew & Ride Peter. The New Media Handbook

Data Journalism

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC 736	4	30	70	100

Course Objectives:

Students will get an understanding of data and its types.

Students will be able to relate to and understand certain basic datasets released by the government.

Students will identify, relate and understand the different kinds of economic and financial data.

Students will identify, relate and understand the different kinds of social datasets available.

Students will learn how to analyse datasets and write data driven stories.

Learning Outcomes:

Students will be able to identify the need for journalists to engage with data on a regular basis.

Students will be able to recognize the different datasets released by the government.

Students will identify and discuss the importance of various economic indicators released by the government and other agencies.

Students will identify and discuss the importance of various social indicators released by the government and other agencies.

To make students aware of the different aspects of data analysis, data visualization and how to use data to weave a story.

Module I: Understanding Data 20%

- What is data
- Types of data
- Understanding the difference between data and big data
- Different kinds of data that journalists deal with on an everyday basis
- Understanding why is data necessary for journalists
- Need for data driven journalism

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Module II: Basic understanding about the datasets released by the Government 20%

- What kind of datasets does the government collect and why is it necessary for the government to collect these datasets
- What are the different kinds of data released by government – a basic overview
- What are the different offices which release government data
- Importance of Census
- Importance of Development Data: Learning to use Open Government Data platform data.gov.in Accessing data through Right to Information Act, 2005

Module III: Dealing with economic and financial data 20%

- Why is data pertaining to the economy important?

Understanding different kinds of economic datasets released by the Government of India, RBI, NITI Aayog and other bodies – GDP, CPI inflation, WPI inflation, Fiscal Data, Current Account Deficit, Foreign Direct Investment, Trade data including trade deficit and export-import data, Balance of Payments data, Manufacturing PMI, Services PMI, Index of Industrial Production, and foreign exchange data, data on revenue collection, expenditure data and labour and workforce data

- Understanding the Union Budget as a dataset
- Understanding how and why does data from the Indian Meteorological Department matter
- Understanding corporate data stored and managed by Registrar of Companies
- Learning how to analyse quarterly and annual results of listed companies
- Learning how to use websites of BSE Sensex and NSE Nifty for data mining on companies
- Data released by oil marketing companies
- Data released by Society of Indian Automobile Manufacturers (SIAM)
- Data released by telecommunication companies/ TRAI

Module IV: Dealing with Social Indicators 20%

- Understanding different social datasets released by the government and other agencies
- Annual Health Survey
- Rural Health Statistics
- Sex Ratio, Child Sex Ratio, Decadal Growth Rate, Literacy Rate, Dropout Rate, Employment/Unemployment
- Data, Under 5 Mortality Rate, Infant Mortality Rate, Maternal Mortality Rate, Human Development Index
- Data related to the Integrated Child Development Scheme (ICDS)
- Electricity data, Sanitation data, Housing data, Road and Highways data, Environment data

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Module V: Data Analysis and Story writing 20%

- Learning how to analyse data
- Learning how to use data analysis to write a story
- Learning techniques of data visualisations through various free-to-use softwares

Text Reading:

- The Data Journalism Handbook: How Journalists Can Use Data to Improve the News 1st Edition

Jonathan Gray, Liliana Bounegru, and Lucy Chambers

Paperback: 242 pages

Publisher: O'Reilly Media; 1 edition (August 4, 2012)

Language: English

ISBN-10: 1449330061

ISBN-13: 978-1449330064

- The Data Journalist: Getting the Story 1st Edition

Fred Vallance-Jones and David McKie

Paperback: 320 pages

Publisher: Oxford University Press; 1 edition (March 1, 2017)

Language: English

ISBN-10: 019902006X

ISBN-13: 978-0199020065

- Data Journalism: Past, Present and Future

John Mair, Richard Lance Keeble and Megan Lucero

Paperback: 264 pages

Publisher: Abramis

Language: English

ISBN-10: 1845497147

ISBN-13: 978-1845497149

- Facts are Sacred

Simon Rogers

Hardcover

Publisher: Faber and Faber; Main edition (April 4, 2013)

Language: English

ISBN-10: 0571301614

ISBN-13: 978-0571301614

- Interactive Journalism: Hackers, Data, and Code

Nikki Usher

Paperback: 272 pages

Publisher: University of Illinois Press (October 13, 2016)

Language: English

ISBN-10: 0252081986

ISBN-13: 978-0252081989

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Advertising and Promotions

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
ADVT706	4	30	70	100

Course Objectives:

To state and report the contemporary advertising techniques and practices.

To identify various types of advertising.

To locate the role of advertising in marketing and the promotional mix.

To develop an understanding of procedures, requirements, and strategies of campaign planning.

To familiarize the students with the social, economic and ethical issues concerning advertising in society.

Learning Outcomes:

Identify and define advertising concepts.

Analyze the Indian and global advertising scenario.

Categorize different types of advertisements.

Define and describe types of ad agencies and their importance in the advertising industry.

Appraise and interpret the legal, ethical and social aspects of advertising.

Plan and design advertising campaigns.

Review ad campaigns.

Module I Understanding Advertising

Concept and nature of advertising

Evolution and history of advertising

Role, Objectives, Functions and Significance of advertising

Advertising process and participants

Basic theories and Applications: AIDA, DAGMAR, Lavidge & Steiner's Hierarchy-of-effects model, Stimulus response theory

Overview and scope of advertising industry in India and other countries.

Careers in Advertising industry

Challenges for Advertising professionals

Module II Classification of advertising

Advertising Media (ATL, BTL, TTL) and changing nuances.

Classification on the basis of: Audience, Media, Advertiser and Area

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Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Institutional advertising, Covert Advertising, Surrogate Advertising.

Advertising in rural India

Celebrity endorsements and creation of brand assets.

Digital advertising and Hybrid Advertising (Online merging with Offline)

Module III - Ad Agency Structure

Evolution of Ad Agencies- Various Stages and Current Status

Various Functional Departments and Scope of their Work (Account Planning, Account Servicing, Creative- Copy & Art, Media, Production, Billing, HR etc.)

Ad Agency: Functions, Structure, Departments, Remuneration, Pitching, Client Agency Relationship

Revenue and Commission Systems

Agency Operation: The organizations in Advertising, the Role of Advertising Agency, Types of Advertising Agencies

Client related Issues and the Process: Stages in the Client-Agency Relationship, Factors Affecting Client- Agency Relationship, The Pitching Mechanism-Simulation

Module IV Planning Advertising Campaigns

Fundamentals of ad campaign

Defining strategy, its role and relevance

Strategic approaches

The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products

Positioning Objectives: Current and Desired Perception

Budget Setting: Factors Determining Budget, Steps involved, Budget Plan and Execution.

Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals - Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments)

Creative execution elements: appeals, formats, tone and structure

Creating Print ads: elements, design and layout

Producing Radio Commercial: scriptwriting and formats

Making a Television Commercial: Process

Creative aspects in outdoor media

Creative aspects of digital media

Setting Media Objectives: Determining Media Objectives, Budget Constraints, Creative Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Evaluating and Selecting Media Vehicles

Developing Media Strategy: Consideration in Strategy Planning, the Competitive Strategy

Screening of Award-Winning Campaigns (Both Contemporary and Classics)

Campaign Reviews and evaluation.

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Module V Advertising and Society

Ethical Issues in Advertising

Social Criticism of Advertising

Laws affecting the Advertising industry.

Role of Advertising Statutory Bodies. In case of India: Role of AAA and ASCI and the Study of Various Codes of Conduct.

Advertising and Social Responsibility

Advertising and Indian culture

Pester power

Advertising ethics and Minorities- racial, religious, gender, ethnic, caste-based, sexualities

Text Reading:

Ogilvy, D. (2013). Ogilvy on advertising. Vintage.

Jaishri Jethwaney and Shruti Jain, Advertising Management, Second edition, Oxford University Press, New Delhi, 2013

Kruti Shah and Alan D'Souza, Advertising & Promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.

Dorothy, Cohen. Advertising Theory (1989) Scott, Foresman

Vilaniyam, J. V., & Varghese, A. K. (2004). Advertising basics!: a resource guide for beginners. SAGE.

Kazmi, S. H. H., & Batra, S. K. (2008). Advertising 'sales promotion. New Delhi: Excel Books.

Shah, K., ; D'Souza, A. (2009). Advertising and promotions: An IMC perspective. New Delhi: Tata McGraw-Hill.

Belch, G. E., Belch, M. A., Dietzel, J. (2012). Advertising and promotion: An integrated marketing communications perspective. New York: McGraw-Hill.

Shimp, T. A. (2002). Advertising, promotion: & supplemental aspects of integrated marketing communications. Princeton, N.J: Recording for the Blind,; Dyslexic.

Schultz, D. E., & Barnes, B. E. (1995). Strategic advertising campaigns. Lincolnwood: NTC Business Books.

O' Guinn, T. C., Allen, C. T., Semenik, R. J. (2000). Advertising. Cincinnati: South-Western College Pub.

Aitchison, J., French, N. A. J. (2004). Cutting edge advertising: How to create the world's best print for brands in the 21st century. Singapore: Pearson Prentice Hall.

References:

Shitole G.Y & Bageshree P.B.B. (2011). Social Advertising and Youth. Adhyayan Publications and Distributions

Elliott Richard. (2009) Strategic Advertising Management. NTC Business Book, USA.

Ghosal, Subhash (2002) Making of Advertising. McMillan.

Manukonda R.. (2013) Advertising Promotions and News Media. DPS Publishing House India.

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Tiwari Sanjay. (2003) Uncommon Sense of Advertising: Getting the Facts Right Response.
Monley Lee, Johnson Carla (2007) Principles of Advertising: A Global Perspective. Viva Books, New Delhi.

Berman, M. (2014). The copywriter's toolkit: The complete guide to strategic advertising copy. Malden (MA: Wiley-Blackwell.

Jewler, A. J., & Drewniany, B. L. (2014). Creative strategy in advertising. Wadsworth

Tague, N. R. (2012). Ad critique: How to deconstruct ads in order to build better advertising. Thousand Oaks, Calif: SAGE.

Any other Study Material:

Magazines:

Advertising Age

Brand Reporter

Brand Equity (Economic Times)

Campaign

International Journal of Advertising

Pitch

4 P's of Marketing

Websites:

YouTube

Medianama.com (<http://www.medianama.com/>)

Campaign India (<http://www.campaignindia.in/>)

www.asci.co.in

FOURTH SEMESTER

Digital Marketing

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
MKTG733	4	30	70	100

Course Objectives:

To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success

To develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages, and ways of integration.

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To integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing

TO understand the future trends that will affect the future development of the digital marketing.

Learning Outcomes:

At the end of this course, students will be able to:

develop an understanding of the digital market characteristics and the nature of competition in such markets.

develop skill in organizing for effective digital marketing and in implementing the market planning process.

develop an insight and knowledge base of the various underlying concepts driving marketing strategies.

apply concepts, theories, models, and tools in developing 9P's of digital marketing.

Module I: Digital Marketing Fundamentals

What is digital marketing?

How is it different from traditional marketing, ROI between Digital and traditional marketing

New trends and current scenario, Digital marketing a boon or a Bane?

How can digital marketing be a tool of success for companies?

Study and Analysis of recent infographics released by companies about digital marketing?

How did digital marketing help the small companies and top Organisations.

Categorization of digital marketing for the business, Swot analysis of business, present website and media or promotion plan, Inbound vs Outbound Marketing.

Module II : Website Planning and Structure

Understanding a website, What is a website, Levels of websites

Diff b/w Blog, Portal and Website

Diff b/w websites: static or dynamic, Domains, Buying a Domain

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Website Language & Technology

Core Objective of Website and Flow,

One Page Website, Strategic Design of Home Page

Strategic Design of Products & Services Page

Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page

Call to Action (Real Engagement Happens)

Designing Other Pages, SEO Overview

Google Analytics Tracking Code, Website Auditing, Designing Word press Website

Design a New Website and Promote it using techniques taught.

Module III Search Engine Marketing:

Introduction to Search Engine Marketing

Tools used for Search engine Marketing

PPC /Google Adwords Tool, Display advertising techniques, Report generation

Search Engine Optimization (SEO)

On page optimization techniques, Off page Optimization techniques

Reports, Email Marketing

Module IV: Social Media Optimization (SMO)

Introduction to social Media Marketing

Advanced Facebook Marketing, Word Press blog creation

Twitter marketing, LinkedIn Marketing

Google plus marketing

Social Media Analytical Tools

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Design a Social Media Campaign to promote Indian Tourism

Module V: Web Analytics

Web Analytics and Integrating with Website

Measurement Metrics

Google Webmaster Tool

Setting up Tool for SEO

Adding and Managing Assets

Integrating WebMaster Tool, Site Map and Site Links

Search Traffic and Links, Google Indexing Managing Crawl Errors

Managing Security Issues

Jobs in Marketing Analytics

Analyse your website using web analytics and suggest strategies to improve the views.

Text & References:

Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.

The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.

Chaffey, Chadwick, Johnston, Mayer, Internet Marketing,3rd edition, 2009, Pearson Publication

Strass, El-Ansary, Frost , e-Marketing, 5th edition, Pearson Publication

Carter-Brooks-Catalano-Smith, Digital Marketing for Dummies, Wiley Publication

Godfrey Parkin, Digital Marketing: Strategies for Online Success, 2009, New Holland

Urban, Digital Marketing Strategy: Text and Cases,1/e, 2004 Prentice Hall

Journal of Digital marketing

SEO Blogs

Video content on Digital Marketing Concepts

Gender, Human Rights and Media

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC754	4	30	70	100

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Course Objectives:

Students will understand gender and sexuality.
Students will understand and analyze the role played by different feminist movements.
Students will recognise the different feminist theories.
Students will gain an overview of and understand the importance of human rights.
Students will understand gender and human rights through the prism of the media.

Course Learning Outcomes:

At the end of this course, students will be able to:

Understand the different concepts of gender, representation of women, girls and other non-conforming gender identities in media, existing media stereotypes, gender fissures in media and possible practical applications of a gender-sensitive approach.
Recognise and understand the role played by different feminist movements.

Identify the need for different feminist theories
Understand the historical and contemporary perspective of human rights
Evaluate the correlation between gender and human rights in the context of media, with focus on cross media representation.

Module I: Introduction to Gender Studies

Overview On Gender and Sexuality
Construction of Gender: Biological Construct of Sex, Sociological Construct of Gender, Simone De Beauvoir, Judith Butler
Gendered Bodies and Sexualities: Understanding Femininity, Masculinity and Non-conforming Gender Identities
Gender and Social Structure: Ideology, Patriarchy, Power, Economy

Module II: Feminist Movements

Feminist Movement: First Phase in Europe and US, Ideas of Enlightenment and the quest for women's rights; Industrial revolution; Suffrage Movement;

Genesis of Feminist movement in India: Socio-economic cultural conditions of women in 19th century India; social reforms concerning women's liberation and women's participation in social reform movements; independence movement

Feminist Movement in Post-colonial India: Constitutional rights of women property rights of minority women; women's participation in civil organizations and public sphere activities; globalization and religious fundamentalism

Question of double marginality: Dalit and LGBTQI

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M. A. (Journalism & Mass Communication)

Feminist movement century and after: Second and third phase of feminism; feminist movement in Latin America, Africa and Asia; women's participation in peace and other civil rights movements

Module III: Feminist Theories

Liberal Feminism:

Marxist and Socialist Feminism

Radical Feminism

Feminist Thought In India: Raja Rammohan Roy, Savitribai Phule Sharmila Rege, Uma Chakravarti, Amartya Sen, Nivedita Menon, Urvashi Butalia, Ruth Manorama, Ammu Joseph, Kalpana Sharma, Ishmat Chughtai and others

Module IV: Overview on Human Rights

United Nations And Human Rights And Duties: Universal Declaration of Human Rights 1948, International Convention of Civil & Political Rights 1966, UN agencies, International Convention on Economics, Social and Cultural Rights

Human Rights And Duties In India: Constitutional Framework : Fundamental Rights, Directive Principal of State Policy, Fundamental Duties, Protection & enforcement of human rights and duties, Police and Human Rights, Judiciary and Human Rights, National and State Human Rights Commission & other grievance redressal mechanism, Section 377,

Human Rights Of Special Category And Marginal Groups: Women & LGBTQ (Dalits, Tribes, Disabled, Old, Displaced), UN Commission on the Status of Women, Legislations national and international, Freedom from Sexual Discrimination and Harassment
Conceptualizing Justice

Module V: Media Representation: Gender and Human Rights

Cross Media Representation: Under representation & Misrepresentation of Women, Men and LBGTQI, Normalizing Violence Against Women & LBGTQI, Nirbhaya Case, Shahbano Case, Tripal Talak, Bohra Community Female Genital Mutilation

Media Pathologizing of the Human Body and Human Rights (Laws), Sexualization by Media (Case Study of Advertisement, Cartoons, Film Songs, Literature etc.)

Human Rights and Media: For example, UNESCO (International Federation of Journalists- Gender-sensitive Indicators for Media), Dalit Narratives

Contemporary Trends in Media In India: Gender And Human Rights, Freedom of Expression and LBGTQ, Media and Navtej Singh Johra vs Union of India Section 377(Ministry of Law and Justice), Modern Feminist; Dalit and LBGTQI Writers In India, Feminist Media In India (Newspapers, Blogs, Online Portals, Films, Film makers), Circumventing the abortion ban and media reportage, MeToo Movement, MenToo Movement, Media work space, gender and human

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rights (equality of pay, position, access and marginality), role of women in UN organizations, Media and Justice

Political Communication

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
JMC756	4	30	70	100

Course Objectives:

Students will recognize the different political systems around the world.
Students will get a basic understanding about political communication.
Students will analyse the relationship between media and politics.
Students will recognise and understand the key concepts of political communication.
Through the use of case studies students will get an understanding of how political leaders/parties use communication to connect with their audiences

Learning Outcomes:

At the end of this course, students will be able to:

Identify major political systems and major political parties around the world
Outline the need for political communication, its origin, theories and concepts in governments
Distinguish the relationship between politics and media
Identify and discuss key concepts in political communication

Module I Introduction to political systems

Understanding different political systems across the world (Parliamentary structure, Federal structure, Monarchy, Dictatorship)
Understanding multiparty and two-party systems
Major political parties around the globe (US: Democratic and Republic parties; UK: Conservative and Labour parties; China: Communist Party of China; Russia: United Russia and Communist Party of the Russian Federation; India: NDA and UPA; Canada: Liberal and Conservative Parties; Australia: Liberal and Labour Parties; major political parties from Germany and France)
Understanding coalition politics
Understanding issues related to caste based politics, voter preferences and other political issues

Module II Introduction to political communication

Understanding the need for political communication
Definition(s) of political communication

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History of political communication

Understanding political communication through certain conventional models and theories of communication:

Aristotle's Rhetoric, Lazarsfeld's Model of Communication, Berlo's SMCR Model, Harold Laswell's Model of Communication, George Gerbner's Model of Communication, Westley and McLean's Model of Communication, Elaboration-Likelihood Model (ELM Model) of influence, Noelle-Neumann's Spiral of Silence Model, Jay Blumler and Denis McQuail's work and the Uses and Gratification Theory, Narcosis and Catharsis, Aggressive Cues and Cultivation Theory

Module III Politics and Media

Understanding the relationship between media and politics

Politico-media complex and its implications on a free Press

Waning sway of traditional media over politics

Understanding the Leveson Inquiry and the London School of Economics' Leveson Love

Triangle - an insight into the 2007 News of the World scandal

New media and how it is altering the political discourse

Political advertising and how it is creating an impact on the minds of the voters

Module IV Key concepts in political communication

Darren Lilleker and key concepts in political communication

James Cheseboro's five critical approaches to contemporary political communications :

Machiavellian - i.e. power relationships

Iconic - symbols are important

Ritualistic - Redundant and superficial nature of political acts - manipulation of symbols.

Confirmation - political aspects looked at as people we endorse

Dramatistic - politics is symbolically constructed as propounded by Kenneth Burke

Edward Herman and Noam Chomsky - understanding propaganda through the theory of manufactured consent

Jesper Stromback and the four phases of mediatization

Jurgen Habermas and the need for political communication in media society

Elections and how political parties use media for effective communication

Module V Case studies in political communication

Case study on the Bharatiya Janata Party -led National Democratic Alliance and its effective use of social as well as traditional media since pre-2014 days

Effective use of Twitter as a platform for the campaigns of American President Donald J. Trump and Hillary R. Clinton

Barack Obama's 2008 and 2012 campaign and the effective use of the Digital Media

UK's Conservative Party's failed Brexit campaign

Justin Trudeau and the changing face of Canadian politics

How Scott Morrison won the unwinnable Australian elections

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Angela Merkel and the art of staying in power

The curious case of the Communist Party of China and Xi Jinping

How Vladimir Putin has been able to tighten a stranglehold over Russian politics

Indira Gandhi's return to power in 1980

Emmanuel Macron and La République En Marche! - How traditional parties in France lost power to a novice

Case study on John Fitzgerald Kennedy's 1960 campaign

Media, CSR and Sustainable development

COURSE CODE	CREDIT UNITS	CE Marks	ETE Marks	Total Marks
PRCC715	4	30	70	100

Course Objectives:

The course introduces the student to the most common theoretical perspectives for understanding Corporate Social Responsibility (CSR) and the role of business in sustainable development, mainly from the disciplines of political economy and political science.

It examines the development of the idea of corporate social responsibility, and gives the student an understanding of the political, social, and economic drivers behind CSR.

The course provides insights into CSR from the perspective of business, of government and of civil society, and the course invites practitioners from all three groups to give the students insights into CSR from the field.

Learning Outcomes:

At the end of this course, students will be able to:

Develop a clear understanding of corporate social responsibility.

Hear about local and international trends in CSR.

Explore the key CSR drivers internationally.

Learn about the business case for CSR and how it benefits a company.

Module I Introduction to CSR

Meaning & Definition of CSR,

History & evolution of CSR. Concept of Charity

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Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR;

Module II International framework and legalization of CSR

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy. CSR-Legislation In India & the world. Section 135 of Companies Act 2013.

Scope for CSR Activities, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

Module III Stakeholder Mapping for CSR

Identifying key stakeholders of CSR & their roles.

Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self Governance in implementing CSR;

Global Compact Self Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations.

Module IV Opportunities in CSR

Review current trends and opportunities in CSR.
CSR as a Strategic Business tool for Sustainable development.
Review of successful corporate initiatives & challenges of CSR.
Case Studies of Major CSR Initiatives

Module V CSR Campaign

Components of CSR campaign
Role, importance and necessity of CSR Campaigns
Planning and objectives
Target publics
Action plans implementation and evaluation

Text Reading:

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M. A. (Journalism & Mass Communication)

Porter M., Kramer M., 2006. Strategy and Society – The link between Competitive advantage and Corporate Social Responsibility

McGuire JB, Sundgren A, Schneeweis T. Corporate Social Responsibility and Firm Financial Performance, Academy of Management Journal. 1988;

Narwal, Mahabir. CSR initiatives of Indian banking industry, Social Responsibility Journal. 2007

Reinhardt, F., and Stavins, R., (2010), “Corporate Social Responsibility, Business Strategy and the Environment,” Oxford Review of Economic Policy

References:

<http://businessethics.qwriting.qc.cuny.edu/files/2012/01/Freeman.pdf> - Mintzberg H. 2009.

Rebuilding companies as communities – Harvard Business Review - Mintzberg H. 2015.

Additional Reading:

Why Corporate Social Responsibility Isn't a Piece of Cake – Harvard Business Review.

Any other Study Material:

https://sharedvalue.org/sites/default/files/resource-files/Strategy_and_Society.pdf - Freeman E., 2010.

The Stakeholder theory and the Modern Corporation

DISSERTATION AADS600

COURSE CODE	CREDIT UNITS	NTCC
AADS600	6	