



School of Media & Communication Studies (SoMCS)
Doon University, Dehradun

One-Year Master of Arts (Two Semesters) Programme
in
Media and Communication Studies

[Course Curriculum Design as per NEP 2020; for those who have successfully completed Four-Year Bachelor Programme]

Implemented from Academic Session 2026-27



School of Media & Communication Studies (SoMCS)

Doon University, Dehradun

One-Year (Two Semesters) Master of Arts (M.A.) Programme in Media and Communication Studies
[For those who have successfully completed 4-Year UG Programme as per UGC norms]

Abbreviations

DSC: Discipline Specific Core

DSE: Discipline Specific Elective

L: Lecture (One Hour)

P: Practical (Two Hours)

T: Tutorial (One Hour)

Semester	DSC	DSE	Project	Total Credits
I	MSC601: Public Relations and Advertising: Theory and Practice- 4 Credits (L-3, T-1, P-0)	MSE601: Communication and Development: Theory and Practice- 4 Credits (L-3, T-1, P-0)	MSP601: Project- 2 Credits (L-1, T-1, P-0)	22
	MSC602: Audio-Visual Production- 4 Credits (L-2, T-0, P-2)	MSE602: Media studies; Key Debates- 4 Credits (L-3, T-1, P-0) MSE603: Reporting and Writing for Print Media- 4 Credits (L-2, T-0, P-2) MSE604: Reporting and Writing for Electronic and Digital Media- 4 Credits (L-2, T-0, P-2) MSE605: Theoretical Perspectives in Media Studies- 4 Credits (L-3, T-1, P-0) Note: Students will opt for any <u>Three</u> DSE from among the above. However, the course(s) shall be offered as per teachers' availability.	Students shall opt to do a Project over any <u>One</u> of the courses/subjects offered during the current semester so as to have an experiential learning in relation to that course/subject.	

II	1. Dissertation/ Academic Project- 2X10= 20 Credits Students will opt for a Dissertation/ an Academic Project from among any <u>Two</u> of the following courses so as to specialize in that domain (10 Credits each); 2X10= 20 Credits. However, the course(s) shall be offered as per teachers' availability. For each of the Courses/Specializations, the teacher concerned shall be engaging <u>Two Hours of Classes/Tutorials/Practical every week</u> depending upon the nature of the course opted for. Rest of the time shall be used by the students for Library search/Field Work/Field production/Media Lab work etc. MSE651: Advertising MSE652: Public Relations MSE653: Development Communication MSE654: Media Studies MSE655: Print Journalism MSE656: Broadcast and Digital Journalism MSE657: Audio-Visual Production MSE658: Radio Production MSE659: Photography MSE660: Science Communication 2. MSP651: Project- 2 Credits (L-1, T-1, P-0) Students shall opt for a Project over any <u>One</u> of the subjects/areas of specialization chosen for Dissertation/Academic Project as indicated above under the courses MSE651-660; and, the student shall complete that project under the teacher who will be teaching that course during the current semester.	22
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Course Description

Course contents have been given in Units. The faculty concerned may add/improvise some of the topics under a course if they find it appropriate and, as per teaching and training needs; and, also in consonance with current demands of the media and communication industry & profession.

Programme Outcome: Knowledge and skills in relation to Media and Communication Studies.

Programme Specific Outcome: Knowledge and skills in relation to Media and Communication together with exposure to other relevant disciplines/ fields. The students shall acquire necessary intellect and skills for seeking employment for middle & senior-level positions in media & communication sector. They may also start their own ventures; and, may engage themselves in entrepreneurship.

Course Outcome: Course outcomes have been indicated under details of each course.

Semester I

1 MSC601: Public Relations and Advertising: Theory and Practice- 4 Credits (L-3, T-1, P-0)

Course Outcome: The Course is aimed at familiarizing the students with the many-faceted world of public relations and advertising. Various aspects of the process and theory of the subject will be highlighted during the course. On completion of the course, the students will be trained in various aspects of theories and practices of Public Relations.

Unit- I: Public Relations Management

Basic Concepts and Principles of Public Relations Management (PRM)

Planning & Implementation

Research, Integrated Marketing Communication (IMC), Graphics

Legal aspects of PRM; Events; PR Agency

The Digital PR Landscape - Transition from Traditional to Artificial Intelligence (AI) - Augmented PR. [AI identification of 'Public', Sentiment/Audience Analysis, and Media Monitoring, in real-time using tools like Google Trends, Google Alerts, and MonkeyLearn (Freemium version), etc.] Generative AI for PR Writing - The mechanics of Large Language Models (LLM's) like ChatGPT, Gemini, Claude, Perplexity etc., in drafting Press Releases and other PR writing.

Unit-II: Advertising Management

Definition, scope and need for advertising; its relationship with PR

Role of Persuasion: Advertising in the Marketing Mix

Ad Agency; Advertising and Psychology; Campaign Planning

Generative AI and Programmatic Advertising

AI in the Creative Process: The shift from traditional storyboarding to AI-aided visualization. (Canva Magic Studio, Leonardo.ai, etc.)

Visual Gen-AI Mechanics and Mass Personalization: Understanding text-to-image models (Microsoft Designer etc) and copyright implications in advertising.

Programmatic Advertising: Real-Time Bidding (Predictive Analytics, Programmatic Buying, Creative Automation, and Performance monitoring).

AI-Driven Copywriting: Using AI to generate "Hook" lines, headlines, slogans, and calls-to-action (CTAs) for different social platforms.

Data Analytics, Monitoring, and sentiment mapping. (Google Analytics, HubSpot, Google Ads keyword planner, etc.)

Unit-III: Creative Strategies & Media Planning for PR & Advertising

Appeals and visualisation in Advertising; Slogans and Jingles

Media Selection; Audience Measurement, Creative Brief.

Unit-IV: Hyper-Personalization and Data-Driven Integrated Marketing Communication (IMC)

AI-Powered IMC: Syncing AI across PR, Ad, and Social Media for a unified, automated brand voice.

Hyper-Personalization: How AI creates "segments of one"—delivering unique content to individual users based on behavior. Case studies like 'Nutella Unica'.

AI in Crisis Communication: Using real-time sentiment analysis to pivot strategies during a brand crisis.

Tools: HubSpot AI (Customer Relationship Management CRM/IMC integration), Google Alerts, and MonkeyLearn (Advanced Analytics). Etc.

Suggested Reading:

- Batra, R., Myers, J. & Aaker, D. (1996). *Advertising Management*. Prentice Hall.
- Jethwaney, J. & Jain, S. (2012). *Advertising management* (2nd ed.). Oxford University Press.
- Jethwaney, J. & Sarkar, N.N. (2009). *Public Relations*. Sterling Publishers.
- Jethwaney, J. & Sarkar, N.N. (2015). *Public relations management* (3rd Revised ed.). Sterling Publishers.
- Jethwaney, J. (2024). *Corporate communication: Concepts and practice*. Routledge.
- Lesley, P. (2007). *A handbook of public relations and communications*. Jaico Books.
- Luttrell, R., & Wallace, A. A. (Eds.). (2025). *Public relations and the rise of AI*. Taylor & Francis.
- Mehta, D.S. (2011). *Handbook of public relations in India*. Allied Publishers.
- Pandey, S. K., & Akhter, N. (2026). *AI and the future of print media: Disruption, adaptation, and strategic transformation*. LPU Publication House.
- Sengupta, S. (2005). *Management of public relations and communication*. Vikas Publishing
- Tyagi, C.L. & Kumar, A. (2004). *Advertising management*. Atlantic Publishers.
- Verinder, B. & Waddington, S. (2026). *AI for public relations: A how-to guide for implementation and management*. Kogan Page
- *Indian Context: PRSI (Public Relations Society of India) Newsletters and Annual Reports.*

Mode of Evaluation:

- Written Exam: End Term — 70 marks.
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

2. MSC602: Audio-Visual Production- 4 Credits (L-2, T-0, P-2)

Course Outcomes: 1. To develop professional skills based on theoretical understanding of Audio-Visual Production.

2. To offer hands-on practical experience on state-of- the-art sound, video, and lighting Equipment.

Unit I: Fundamentals of Production

1. Production Process: Concepts and Practices, Production Personnel-Roles & Responsibilities
2. Lighting Techniques: 3- and 4-Point Lighting, Side Lighting, Rim Lighting, Butterfly Lighting, Book Lighting, Natural and Ambient Light, Practical Lighting, Motivated Lighting, Rembrandt Lighting, Volumetric Lighting
3. Soundscape in Production: Sound Effects and their manifestations, Foley, Contrapuntal and Parallel sound, Exaggerated/Pleonastic sound, Unmotivated sound and Worldising

Unit II: Cinematography

1. Visual Universe and how to create it
2. Cinematic Tools - The Frame, Lens, Light, Colour, Texture, Movement, Establishing, POV
3. Creating Depth - 3D from 2D - Overlap, Relative Size, Vertical Location, Horizontal Location, Linear perspective, Foreshortening, Chiaroscuro, Atmospheric perspective
4. Creating Visual Order - The Line, The Sinuous Line, Compositional Triangles
5. The Video Camera – parts and functioning

Unit III: Scripting and Editing

1. Continuity Editing and Soviet Montage
2. Narrative Structure, Cinematic Time
3. Editing Software
4. Scriptwriting, Scripting Software
5. Shooting a Scene – Methods
6. Use of AI Tools

Unit IV: Television Production

1. Programme Formats and genres – Interview, Discussion/Talk, News Bulletin etc, Music video, short-films, Ad, etc, Documentary, Magazine etc.
2. Studio and Field Production
3. TV Studio – Setup and Functioning
4. Single and Multi-camera Production

5. Audio-Visual Project
 - i) Music video
 - ii) 3-minute multi-cam production
 - i) 5-minute Short-film

Suggested Readings:

- Video Production by *Vasuki Belavadi*
- Television Production by *Gerald Millerson*
- Television Program Making by *Colin Hart*
- Grammar of the Shot by *Christopher J. Bowen, Roy Thomson*
- Grammar of the Edit by *Christopher J. Bowend*
- Writing Short Films: Structure and Content by *Linda J. Cowgill*
- Screenplay – The Foundations of Screenwriting by *Syd Field*
- On Film Editing: An Introduction to the Art of Film Construction by *Edward Dmytryk*

Evaluation Method:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

3. MSE601: Communication and Development: Theory and Practice- 4 Credits (L-3, T-1, P-0)

Course Outcome: This course will attempt at creating a critical understanding of development in relation to communication processes. Besides understanding different theories, experiences & experiments pertaining to “Communication & Development”, the students will also be trained about planning and implementing development communication programmes and campaigns.

UNIT – I: Communication and development: Understanding the contours

- i) Defining communication for development (C4D or Dev Com)
- ii) Understanding Development
- iii) Roles of ‘Communication for Development’
- iv) Philosophy of Dev Com

UNIT – II: Theories/Approaches of Dev Com

- i) Dominant paradigm
- ii) Dependency paradigm
- iii) Alternative development theory
- iv) Revival of Modernization paradigm
- v) Community Communications

UNIT – III: Putting Theory into practice: Dev Com Programmes & Campaigns

- i) Communication based assessment
- ii) Communication strategy design
- iii) Implementation
- iv) Monitoring & evaluation

UNIT – IV: Media for development and social change: Experiments & Experiences

- i) Experiments & experiences with TV.
- ii) Experiments & experiences with Radio.
- iii) Experiments & experiences with Print media.
- iv) ICTs for Development
- v) Social marketing.

UNIT – V: Niche Areas in Development Communication

- i) Health Communication
- ii) Environmental Communication
- iii) Agricultural Extension

Suggested reading:

- Chowdhury, A., & Gow, G. A. (Eds.). (2024). *Digital communication for agricultural and rural development: Participatory practices in a post-COVID age*. Routledge India.
- Kumar, R. (2024). *Media and communication for development*. Anamika Publishers and Distributors.
- Manyozo, L. (2012). *Media, communication & development: Three approaches*. Sage Publications India.
- McPhail, T. L. (Ed.). (2009). *Development communication: Reframing the role of the media*. John Wiley Blackwell.
- Melkote, S. R., & Steeves, H. L. (2025). *Communication for development: Theory and practice for empowerment and social justice* (4th ed.). Atlantic Publishers and Distributors.
- Prasad, K. (2009). *Communication for development: Reinventing theory and action (In 2 volumes)*. BR Publishing Corporation.
- Servaes, J. (Ed.). (2008). *Communication for development and social change*. Sage Publications.

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment- 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

4. MSE602: Media studies: Key Debates- 4 Credits (L-3, T-1, P-0)

Course outcome: This course aims at introduction and discussion on seminal works including contemporary debates and essays in relation to media & communication. On completion of the course, the students shall have

critical understanding of the world of media and communication and, they will be capable enough for expressing their views on all issues and concerns which warrant discussions and debates.

The following broad areas will be taken up for discussion and debates with the students:

- i) Media & Communication Studies: Discipline or Field.
- ii) Political Economy of Media & Communication: Understanding the phenomenon, Marx & political economy theory, Chomsky & Innis views on political economy of media.
- iii) Media Economics: Understanding Media Economics, Media as a market, Media as industry and dual products in media, Audience as market.
- iv) Media & Society: Frankfurt School, Critical Theory, Habermas Public Sphere, Digital Public Sphere, Hegemony & Dominance, Gramsci's view on Hegemony, Globalization, Glocalization and Interlocalization, India's Soft power, Digital Natives and Digital Immigrants, Modernism, Post Modernism & Meta-modernism, Discourse, Network Society, Social Media & Civil society actions & movements.
- v) Media & Politics: Media and Political processes, Agenda setting, Priming and Spin Doctoring, Aristotelian Rhetoric and politics, Mediatization of politics.
- vi) Contemporary issues, concerns and debates in relation to Media & Communication in India, such as Media and Information Literacy, Cultural biases in AI outputs and ethical concerns etc.

Suggested Readings:

- Chakravartty, P. & Zhao, Y. (2007). *Global communication: Towards a transcultural political economy*. Rowman and Littlefield.
- Croteau, D. R., Hoynes, W., & Milan, S. (2011). *Media/society: Industries, images, and audiences* (4th ed.). Sage Publications.
- Durham, M. G., & Kellner, D. M. (Eds.). (2012). *Media and cultural studies: Keywords* (Revised ed.). Wiley-Blackwell.
- Guru, B.P. Mahesh Chandra & Mariswamy, H. (2014). *Globalization and communication policy in India*. Concept Publishing Company.
- Mansell, R. & Raboy, M. (Eds.). (2011). *The handbook of global media and communication policy*. Blackwell Publishing.
- McLuhan, M. & Powers, Bruce, R. (1992). *The global village: Transformations in world life and media in the 21st Century*. Oxford University Press.
- McPhail, T. L., & Phipps, S. S. (2019). *Global communication: Theories, stakeholders, and trends* (5th ed.). Wiley-Blackwell.
- Mody, B. (Ed.). (2003). *International and development communication: A 21st-century perspective*. Sage Publications.
- Thussu, D. K. (Ed.). (2009). *International communication: A reader*. Routledge.
- Watson, J. (1998). *Media communication: An introduction to theory and process*. Springer Nature.

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment: 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

5. MSE603: Reporting and Writing for Print Media- 4 Credits (L-2, T-0, P-2)

Course Outcome: The course aims at teaching and training students pertaining to different facets of print journalism. On completion of the course, the students are expected to be well trained for reporting and writing for printed form of media.

Unit – I: Concept of Journalism

- Journalism- Newspaper journalism, Print vs. Electronic media
- News: definitions, elements and related concepts, News values, intro/lead writing, 5W1H
- Sources of news, Dateline, Byline, Print line, embargo, off the record, newspaper morgue
- News gathering techniques, Essential Qualities for a reporter
- Styles of writing: Inverted pyramid

Unit – II: Reporting Techniques

- Deadline and Beat reporting
- Specialized reporting: Crime and courts, Government and politics, Social issues, Health care, Travel and tourism, Environment, Education, Legislative, War reporting, Election Reporting, Development reporting etc.
- Interpretative and Investigative reporting,
- Interview in Print and its Type & Techniques
- Challenges of reporting
- Changing trends in print journalism

Unit – III: Photojournalism

- Concept of Photojournalism
- Difference between Event Coverage and Photo Journalism
- Role of photo-journalist
- Caption, photo story, Stand alone, Photo feature

Unit – IV: News writing and editing

- Writing Letter to editors, News, Articles, Features
- Re- writing, writing editorials
- Editing- News, Articles, Features
- Editing tools
- News Analysis
- Headlines: style, purpose, types
- News Desk, Dummy page make-up, page layout, Graphic and Design, Principles of photo editing
- Use of AI Tools

Suggested Reading:

- Aggarwal, V. B. (2006). *Essentials of practical journalism*. Concept Publishing Company.
- Hakemulder, J. R., de Jonge, F. A. C., & Singh, P. P. (1998). *News reporting and editing*. Anmol Publications.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publication.
- Mencher, M. (2007). *News reporting and writing* (11th ed.). McGraw-Hill.
- Neal, J. M., & Brown, S. S. (1976). *News writing and reporting*. Surjeet Publications.
- Parthasarthy, R. (1989). *Journalism in India: From the earliest times to the present day*. Sterling Publishers.
- Rich, C. (2000). *Writing and reporting news: A coaching method* (3rd ed.). Wadsworth Publishers.
- Scanlan, C. (2000). *Reporting and writing: Basics for the 21st century*. Harcourt College Publishers.
- Shrivastava, C. S., & Parekh, R. K. (2012). *Reporting and writing journalism*. Crescent Publishing Corporation.

Evaluation Method-

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

6. MSE604: Reporting and Writing for Television and Digital Media- 4 Credits (L-2, T-0, P-2)

Course Objective: The objective under this course will be to enable students to conceptualize a news story, plan it, shoot it and edit it and produce a fully developed news story on their own. This course is mainly about learning by doing. Students will be generally asked to do field assignments under the guidance of concerned faculty. On completion of the course, the students are expected to be skilled enough for reporting and writing for electronic and digital media.

UNIT I: Television News- Concept and organizational structure

- Broadcast vs Newspaper and Web media
- Television News- Definition, Concept, and Elements of a News Story
- TV Reporter at Work, Characteristics and Demands of the Profession
- Defining the organizational structure of a TV News channel- Role of Production Control Room (PCR), Newsroom, Studio, and Master Control Room (MCR)
- Functions of Assignment desk, Program Producer, Anchor or Newscaster, Video editor, and other personnel

UNIT II: Creating a News Story- Speaking through Camera

- Storytelling through visuals
- Basic Formats of a TV News story- Anchor-Byte, Anchor-Visuals, Anchor- Graphics, Anchor-Visual-Bytes, News Packages, Special Package, Studio discussion, Panel discussion etc.
- The use of Piece-to-Camera (PTC), Phoner (Phono), and Vox-pop in television news.
- Bulletin, News Reel, Rundown, Live telecast
- Sources of News

UNIT III: Reporting for Television News

- Beat Reporting – Crime, Political, Science & Technology, Business & Finance, Lifestyle, Health, Education etc.
- Covering Disaster, Weather, Tragedy etc.
- Covering the speeches, News Conferences and Meetings
- Types of Television Interview and reporting techniques
- Knowing the concept of- Sting operation, Scoop, Exclusive
- Effective body language, Precautions with camera during field reporting

UNIT IV: Writing for Television

- TV Script and its format
- Relevance of Anchor, Voice-over, and B-roll in a News story
- Use of sound in a news story- NATSOT, SILSOT, NAT-SILSOT
- Writing Kicker, scrolls, and headlines
- News Editing techniques
- New trends in News writing and editing

UNIT V: Reporting and Writing for Digital Media (Web)

- Digital Media- Definition, Concept and Evolution
- Changing News Trends in Digital Media, Media Convergence
- Working for Blogs, Web portals, Websites, Vlogs, Online YouTube Channel,
- Techniques of web journalism
- Editing, layout and use of pictures in web
- Use of AI Tools

UNIT VI: Emergence of Social Media and Artificial Intelligence

- Social Media or Web 2.0, Citizen Journalism vs Social Media
- Understanding Fake News, Paid News, Post-truth, Clickbait, Deep Fake e.t.c
- News Bot, MoJo, Guerilla journalism
- Emergence of Artificial Intelligence (AI) and its impact on news media
- Threats and Challenges of Digital media

Suggested Reading

- Barnas, F., & Barnas, M. (2021). *Broadcast news writing, reporting, and producing* (8th ed.). Routledge.
- Craig, D. A. (2012). *Excellence in online journalism: Exploring current practices in an evolving environment*. Sage Publications.
- Filak, V. F. (Ed.). (2024). *Convergent journalism: An introduction: Writing and producing across media* (4th ed.). Routledge.
- Fleming, C., Hemmingway, E., Moore, G., & Welford, D. (2005). *An introduction to journalism*. Sage.
- Hillard, R. (2010). *Writing for TV, Radio & New Media*. Wadsworth. Cengage Learning.
- Hudson, G., & Rowlands, S. (2012). *The Broadcast journalism handbook*. Taylor and Francis.
- Kumar, D. (2019). *Understanding digital media and weblog journalism*. Random Publications.
- Mencher, M. (2007). *News reporting and writing* (11th ed.). McGraw-Hill.
- Rich, C. (2000). *Writing and reporting news: A coaching method* (3rd ed.). Wadsworth Publishers.

- Shook, F., Larson, J. & Detarsio, J. (2015). *Television field production and reporting: A guide to visual storytelling* (6th ed.). Focal Press.
- Sidlow, F., & Stephens, K. (2022). *Broadcast news in the digital age: A guide to reporting, producing and anchoring online and on TV*. Routledge.

Mode of Examination and Evaluation:

Final Semester Examination - 70 Marks- Activity/Assignment based (of which a minimum of 20 marks written assignments)

Continuous evaluation – 30 Marks

7. MSE605: Theoretical Perspectives in Media Studies (L-3, T-1, P-0)

Course Objective: Upon completion of the course, the students will have in-depth understanding of theories and concepts relevant to media and communication studies.

Unit I: Understanding Media Studies

- Defining Media Studies
- Concept, Scope, and Evolution
- Theoretical Underpinning in Social Sciences and Humanities
- Mass Communication Theories: Cultivation Theory, Agenda Setting Theory, Spiral of Silence Theory, Social Cognitive Theory; Audience as Media user- Uses and Gratification theory, Dependency theory, Schema Theory

Unit II: Media and Cultural Studies

- Media and Mediation
- Media and Cultural Hegemony
- Media as Cultural Industry
- Media and Cultural Production
- Media and Cultural Imperialism

Unit III: Media and Modernity

- Medium Theory
- Political Economy of Media
- Critical Theory
- Post-modernism
- Feminist, Psychoanalytical, Post Colonial and Queer Theory

Unit IV: Select Methodologies in Media Studies

- Positivism
- Hermeneutics
- Phenomenology
- Textual analysis
- Semiotics

Suggested Readings:

- Baran, S. J., & Davis, D. K. (2020). *Mass communication theory: Foundations, ferment, and future* (8th ed.). Oxford University Press.
- Durham, M. G., & Kellner, D. M. (Eds.). (2012). *Media and cultural studies: Keywords* (2nd ed.). Wiley-Blackwell.
- During, S. (Ed.). (2007). *The cultural studies reader* (3rd ed.). Routledge.
- Fiske, J. (2010). *Introduction to communication studies* (3rd ed.). Routledge.
- Held, D. (1980). *Introduction to critical theory: Horkheimer to Habermas*. University of California Press.
- Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
- McQuail, D., & Deuze, M. (2020). *McQuail's media and mass communication theory* (7th ed.). Sage Publications.
- Nayar, P. (2009). *Contemporary Literary and Cultural Theories: From Structuralism to Ecocriticism*. Pearson.
- Perry, D. (2002). *Theory and research in mass communication: Contexts and consequences* (2nd ed.). Routledge.
- Rosenberry, J. & Vicker, L. A. (2022). *Applied Mass Communication Theories: A Guide for Media Practitioners*. Routledge.
- Sanborn, F. & Harris, Richard Jackson. (2004). *A cognitive psychology of mass communication*. Taylor and Francis.
- Severin, W. J., & Tankard, J. W., Jr. (2014). *Communication theories: Origins, methods and uses in the mass media* (5th ed.). Pearson.

Method of Evaluation:

- Written Exam: End Term — 70 marks
- Continuous Assessment: 30 marks. Continuous assessment would include class assignments such as short written assignments, on the spot class tests, presentations on given topics, group discussions, quiz, etc.

7. MSP601: Project- 2 Credits (L-1, T-1, P-0)

Students shall do the Project over any **One** of the courses/subjects offered during the current semester; and, under the supervision of the faculty member who will be teaching the course opted by the student for the project. This will aim at bringing together the knowledge and/or skills acquired by students in the form of a Project Report over a chosen topic or a Production over a chosen topic (a production may be for audio-visual media or audio media or print media or multi media). A project may comprise class seminars over selected topic(s) and a study of literature thereof/field work/research-based field reporting and production, industry visits etc.; and, the presentation of findings in a manner appropriate to the topic as advised by the teacher concerned.

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do the evaluation. Evaluation shall be done at the end of the semester, carrying 100 marks.

Semester II

1. Dissertation/Academic Project- 2X10= 20 Credits

Students shall opt for any **Two** of the following courses so as to specialize in that domain of Media & Communication Studies:

(10 Credits each) 2X10= 20 credits

MSE651: Advertising

MSE652: Public Relations

MSE653: Development Communication

MSE654: Media Studies

MSE655: Print Journalism

MSE656: Broadcast and Digital Journalism

MSE657: Audio-Visual Production

MSE658: Radio Production

MSE659: Photography

MSE660: Science Communication

The aim of the **Dissertation/Academic Project** in respective courses/specializations as mentioned above is to bring together the knowledge and skills acquired by students in a final work that is of professional quality relevant to the specialization. This will require the students to engage in-depth with a topic, and to carry out primary investigation thereof. Typically, it will require field work and/or library search, fresh research, analysis and thinking and the presentation of these findings in a manner appropriate to the problem/question chosen.

Acceptable formats for the project could include a Dissertation OR a major creative work involving a Production. In both, a major component of the dissertation/academic project is research and analysis.

Mode of Evaluation: Evaluation will be based on final output of **Dissertation/Academic Project** carrying 100 marks (50 marks evaluation by the Course Supervisor & 50 Marks by an External Examiner) at the end of the semester.

2. MSP651: Project- 2 Credits (L-1, T-1, P-0)

Students shall opt for a Project over any **One** of the courses/areas of specialization chosen for Dissertation/Academic Project as indicated under the courses MSE651-658; and, the student shall complete the project under the supervision of the faculty member who will be teaching that course during the current semester. This will aim at bringing together the knowledge and/or skills acquired by students in the form of a Project Report over a chosen topic or a Production over a chosen topic (a production may be for audio-visual media or audio media or print media or multi media). A project may comprise class seminars over selected topic(s) and a study of literature thereof/field work/research-based field reporting and production, industry visits etc.; and, the presentation of findings in a manner appropriate to the topic as advised by the teacher concerned.

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do the evaluation. Evaluation shall be done at the end of the semester, carrying 100 marks.