



## School of Media & Communication Studies Doon University

### 2 -YEARS M.A. IN MEDIA AND COMMUNICATION STUDIES

**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.

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

**Minimum Credits Requirement: 66 credits (including research project of 10 credit and minimum 07 credits in General courses)**

#### A. Core Courses (To be offered in Ist & IInd Semesters)

	<u>Credits (L+T)</u>
1. Principles of Communication, (Comm 500)	3 (3+0)
2. Journalism: Skills and Concepts, (Comm 520)	3 (3+0)
3. Introduction to Strategic Communications, (Comm 505)	4 (4+0)
4. Print Design and Production, (Comm 580)	3 (2+3)
5. Communication Research, (Comm 510)	3 (3+0)
6. Media Policies, Laws, Regulations and Ethics, (Comm 517)	3 (3+0)
7. Visual Communication, (Comm 508)	3 (2+3)
8. Electronic Media Production-I: Photography and Radio Production, (Comm 582) 3 (1+6)	
9. Mass Media and Society, (Comm 502)	3(3+0)
10. Political Economy of India, (Comm 518)	2(2+0)
11. Theories and Models of Mass Communication, (Comm 501)	2(2+0)

## **B. Core Courses (To be offered in IIIrd Semester)**

1. News Media: Current practices (Comm 605) 3 (2+3)
2. Public Relations & Advertising: Theory & Practice (Comm 616) 3 (2+3)
3. Communication & Development: Theory & Practice (Comm 627) 3 (2+3)
4. Electronic Media Production-II: Audio-Visual Production (Comm 636) 3 (2+3)
5. Media Studies: Key Debates (Comm 628) 3 (2+3)

## **C. General and Other Courses (Minimum 07 credits from the following courses to be offered during Ist & IInd semesters)**

1. Written and Oral Communication, (Comm 515) 2 (2+0)
2. Statistical tool for computing in research, (Comm 516) 2(1+3)
3. Science Communication, (Comm 519) 2(2+0)
4. Mainstream Cinema & Society, (Comm 521) 3(2+3)

**Internship** (During Summer Vacation, after completing the first two semesters of the program): Supervised work at organizations engaged in professional journalism, marketing communications, public relations, media production and public communication activities. The exposure to the industry is expected to help students make informed career choices.

### **Specializations**

The School will offer specialization in following four areas at the level of IV<sup>th</sup> Semester (X<sup>th</sup> Semester for Int MA students), viz., Journalism, Public Relations & Advertising, Electronic Media Production, Development Communication & Media Studies):

#### **Specialization: Journalism**

1. Research Project (Journalism), COMM-609 - 10 credits
2. Selected area of study in News Media, (Comm 606) – 02 credits

#### **Specialization: Public Relations & Advertising.**

1. Research Project (Public Relations & Advertising), COMM-619 - 10 credits
2. Selected area of study in Public Relations & Advertising (Comm 617) – 02 credits

#### **Specialization: Development Communication & Media Studies.**

1. Research Project (Development Communication & Media Studies), COMM-629 - 10 credits
2. Selected area of study in Development Communication & Media Studies (Comm 629) – 02 credits

#### **Specialization: Electronic Media Production**

1. Research Project (Electronic Media Production), COMM-639 - 10 credits
2. Selected area of study in Electronic Media Production (Comm 637) – 02 credits

The aim of the **Research Project** in respective specialization will be 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/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 project is research and analysis.

Evaluation will be based on final output of Project Research carrying 100 marks (50 marks evaluation by the course supervisor & 50 Marks by an external examiner).

**Selected area of study** in different specializations aims at study of emerging and/or contemporary trends relevant to the specialization. The teacher concerned will pick up different topics/areas/subjects for teaching & discussion/training under this course. Evaluation will be based on 30 Marks mid-term, 50 marks end-sem and 20 marks sessional (continuous and comprehensive evaluation). For Selected study in Electronic Media Production, evaluation will be based on 30 marks theory and 50 marks production assignment(s) and 20 marks sessional.

## Course Description

**Course contents have been given in Units. The faculty concerned may add/improvise some topic 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.**

### A. Core Courses (To be offered in Ist & IInd Semesters)

#### **1. Principles of Communication, (COMM-500)**

**3 (3+0)**

This course will deal with a fundamental as well as detailed understanding of communication concepts and processes while also interpreting them via basic theoretical as well as practical approaches. Focusing on the study of communication in its multitudinous forms as an interdisciplinary and multi-disciplinary social science, the emphasis would be on intersections between communication and relational contexts.

#### **Course Outcome:**

Upon completion of this course, the students are expected to learn the following:

- Build a broader perspective on communication and processes;

- Comprehend the ever expanding meaning of mass communication and its broadening scope;
- Get insights into communication topics in the context of their practical experiences;
- Understand theories and models of mass communication, their critique and application;
- Comprehend communication as a discipline, in theory and practice, which directly affects their day-to-day lives and understand the debates in social, cultural, political and economic contexts.

### **Unit – I: Introduction to Basics of Communication**

- Definition, Concept and Process of Communication
- Communication as Action
- Communication: Symbols and Meaning
- Communication: Everyday Experiences and Relationships Context

### **Unit – II: An Overview of Mass Communication**

- A brief History of Mass Communication
- The Rise of Mass Media
- Global Mass Communication
- Mass Communication in India

### **Unit – III: Scope of Communication**

- Modes and Types of Communication
- Stages of Communication
- Barriers to Communication
- Functions of Mass Media
- Mass Media, Folk and Traditional Media, New Media
- Mass Communication and Information and Communication Technology

### **Unit – IV: Understanding Basic Theories and Models of Communication**

- Defining Theory and Relationship with the Context
- Evolution of Mass Media Theory
- Basic Theories of Communication: Hypodermic, Individual Differences, Cognitive Dissonance, Personal Influence Theory etc.
- Sociological Theories of Communication: Cultivation, Social Learning, Agenda Setting, Play, Uses and Gratification, Dependency Theory etc.
- Normative Theories: Authoritarian, Libertarian, Social Responsibility, Soviet Media, Development Communication, Democratisation Theory etc.
- Basic Models of Communication: Lasswell, Shannon and Weaver, Osgood and Schramm Models etc.

### **Form and Method of Evaluation:**

- Written Exam (Mid Term and End Term—30 % and 50% marks respectively) and Continuous Assessment (20% 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. Throughout the semester each student will have to complete at least three assignments.

### **Core Readings:**

- 1) Mass Communication in India – by Keval J Kumar (Jaico Publishing)
- 2) Mass Communication Theory: Foundation, Ferment and Future – by Baran, Davis (Wadsworth)
- 3) Mass Communication Theory – by Denis McQuail (Sage)
- 4) The Dynamics of Mass Communication – by Joseph R Dominick (Mc Graw Hill)
- 5) Communication Models – by Uma Narula (Atlantic)

## **2. Journalism: Skills and Concepts, (COMM-520)**

**3 (3+0)**

### **Course Outcome:**

- Understand the basics of Journalism focusing on its various elements and features,
- Understand how a reporter covers a news event and writes a news story/feature on the event,
- Understand to plan for and execute photo coverage of news event

This course will train students in a whole range of skills, all of which are required for a successful career as a Journalist.

### **Content areas:**

#### **Unit I: Ethical and Legal Issues in Journalism**

This unit explores the social role of journalism and the journalist from legal, ethical and economic perspectives. The course examines the current and historic conflicts between journalists, government and the legal establishment. Other issues include fairness in journalism and balanced reporting, and ethical considerations in the setting of the news agenda.

#### **Unit II: Reporting and Writing**

The unit has principal components as beat reporting and deadline writing. Students learn the rudiments of covering crime and courts, government and politics, social issues, health care, education and other subjects. Basic news story structure (the inverted pyramid and the 5 Ws), How to "set up" a news story, the basic elements of typographical layout and design. Hands on experience to know the nitty-gritty of journalism world; tackling with deadline pressure, news packaging.

#### **Unit III: Writing & Editing**

This unit is designed to develop good writing and editing skills. Facets of Subbing: Writing leads, straight news stories, and feature stories, editorial, write headlines, photo captions, able to proofread and edit copy. By examining the critical issues of accuracy,

balance, clarity and readability in a variety of contexts and styles, students will learn the essentials of editing and organization skills.

#### **Unit IV: Photo Journalism**

This unit will deal with reporting with a camera. The class will learn photo-reporting for a newspaper as well as the photo essay that explores subjects at length, News pictures and Stand-alone pictures.

#### **Unit V: Broadcast Journalism**

Introduction, Researching a news story, role of script and news story, shoot an interview, Reporter and news cameraperson, Facing Camera, News Anchor.

#### **Unit VI: Online Journalism**

Introduction to web articles, writing blog, telling stories with digital tools, such as Google Maps and timelines, Build audiences and research by using social media, mobile platforms and the web.

#### **Evaluation:**

- Final Semester Examination: 50 marks;
- Mid-sem: 30 marks;
- Class room activities/ participation/Assignments: 20;

**Note:** Class Participation/Assignment/Class room grades/marks could be based on any one of the followings or a combination of any two or all: the class assignments – articles, writings and exercises, attendance and class participation, quizzes.

#### **Required Readings and Texts:**

- 1) Daily Newspaper. Students must read at least one national newspaper thoroughly for about an hour each day and complete this reading before class focusing on the front page and rest section in order to discuss and analyze news stories, discussion on the content and structure of stories regularly in class.
- 2) A pocket dictionary. Bring this to each class session
- 3) A detailed map of your State (Uttarakhand) would be helpful for practical exercises.
- 4) Books for reference: Copy editing and headlines handbook:  
News Reporting & writing: Melvin Mencher; Ellis; Making the News: Salzman; News Writing: George; Headlines from the heart: Ninan; Reporting & Writing: scaulan; Journalism: Oxford publication; Essentials of practical journalism: Vir Bala; The Changing faces of Journalism: John Eldridge  
Suggested Reading: Writing and Reporting News: A Coaching Method,” 3<sup>rd</sup> edition, by Carole Rich. “A Journalist’s Guide to the Internet,” by Christopher Callahan; Beyond the Headlines: MV Desai & Sevanti Ninan; Mass Communication & journalism in India: DS Mehta; Indian Journalism: BG Varghese.

### **3. Introduction to Strategic Communications, (COMM-505)**

**4 (4+0)**

#### **Course Outcome:**

The basic objective of this course is to give a brief introduction of Public Relations, Advertising and Development Communication so as to enable the students to identify their inclination and subsequently help them choose their specialization.

#### **Unit – I: Introduction to Strategic Communication**

- i) Introduction- What is Strategic Communication?
- ii) Importance of Strategic Communication

#### **Unit – II: Introduction to PR**

- i) PR- definition & concept
- ii) Historical Development of PR- Ivy Lee, Edward Barnays, George Creel
- iii) James Grunig's Models- Press Agency, Symmetrical, Asymmetrical
- iv) Basic Principles- Audience Analysis, Public Interest, Change Agent, Social Responsibility etc. Publics in PR-who is the public? Public Opinion and Opinion Leaders

#### **Unit – III: Public Relation process and ethics**

- i) PR- Process - RPCE model
- ii) PR Tools-Press Conference/Meets, Press Releases/Communiqué /Briefs/ Rejoinders/White Papers, Blogs, newsletters etc. PR writing- Position papers, White papers etc.
- iii) PR Agency, In-house PR
- iv) Ethical and Social issues related to PR; PRSI etc.

#### **Unit – IV: Introduction to Advertising**

- i) Advertising- definition and concept
- ii) Historical development of Advertising.
- iii) Basic theories in Advertising- DAGMAR, AIDA etc. The Marketing mix.
- iv) Types of advertisements; Various appeals

#### **Unit – V: Advertising Process and ethics**

- i) Steps / process of advertising. A brief discussion on Advertising campaign.
- ii) A brief discussion on Ad agency; types of Ad agencies; various roles- Client servicing, Media planning, Creative Boutiques etc.
- iii) Ethical and Social Issues related to Advertising. A discussion on AAA, ASCI etc.

#### **Unit – VI: Introduction to Development Communication**

- i) Development Communication-Definition and Concept.
- ii) Historical background of Development- Pre and post world war.
- iii) Modernization- meaning and definitions

- iv) Dominant Paradigm and its critiques- the alternative approaches to development- dependency, participation etc.

### **Unit – VII: Development Communication process**

- i) Development Communication process.
- ii) Experiences and experiments in Development Communication in India- SITE, KHEDA, CWC- Country wide classrooms, Radio Rural Forums etc.
- iii) IEC, BCC material creation.
- iv) A brief introduction to DAVP, DFP, Song and Drama Division, NFDC
- v) Development Support Communication.

### **Suggested Reading:**

- 1) Communication for Development in the Third World by S. Melkote & Steeves (Sage).
- 2) Communication for Development & Social change edited by Jan Servaes (Sage).
- 3) Communication for development (Vol. I & II) by Kiran Prasad (B.R. Publishing Corporation).
- 4) Advertising Management by Manendra Mohan
- 5) Business Communication by K.K.Sinha (Galgotia Publishers)
- 6) Creative Advertising: Ideas and Techniques from the World's Best Campaigns by Mario Pricken.
- 7) Effective Public Relations and Media Strategy- C V Narasimha Reddi
- 8) Public relations management- J. Jethwaney
- 9) PR! A social history of Spin- Stuart Ewen
- 10) Mass Communication in India, Keval J. Kumar, Jaico Publication
- 11) Handbook of Journalism and Mass Communication- Veer Bala Agarwal

## **4. Print Design and Production, (COMM-580)**

**3 (2+3)**

### **Course Outcome:**

The course will introduce students to the field of communication design and production for printed publications; principles of design and expression; letter forms, illustrative techniques, typographic layout and graphics; desktop publishing, digital fonts and other document enhancing software; application of design principles in newspapers, magazines, newsletters, brochures, mailers and other print documents.

### **Unit – I: Introduction to Print Design & Production**

- i) What is Design: Process and product of imagination;
- ii) Befriending the world of Designing: To design is much more than simply to assemble, to order or even to edit, it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignity, to dramatize, to persuade, and perhaps even to amuse;
- iii) Rules for making good design
- iv) Perception and a human psychology

## **Unit – II: Typography**

- i) To interpret and communicate the text, its tone, its tempo, its logical structure, its physical size;
- ii) Typographic form;
- iii) Type Face, Type Family, Fonts, Font sizes, Serif, Sans serif

## **Unit – III: Principles of Design**

- i) Importance of designing in our everyday lives,
- ii) To understand the principles of design in order to create effective designs and develop the ability to critically evaluate designs,
- iii) Identify the elements in a design and understand how they can be used to create a design that is visually pleasing as well as informative

## **Unit – IV: Color in Design**

- i) Colors Theory: Colors present themselves in continuous constantly related to changing neighbors and changing conditions; Understand the ways in which colors are seen and perceived;
- ii) Impact of Colors on Human Mind: If one says “red” and there are fifty people listening, it can be expected that there will be fifty reds in their minds. And all these reds will be very different.
- iii) To discuss how human beings respond to colors and understand the commonly accepted symbolism of a few common colors;
- iv) Understand the techniques and process of color reproduction.

## **Unit – V: Layout**

- i) Understand the need for layout planning in print design;
- ii) To discuss the key stages of layout planning; gain insight into the characteristics required in a layout person,
- iii) To develop an understanding of the use of new technology in developing layout

To understand that there is no recipe for a good layout. What must be maintained is a feeling of change and contrast.

## **UNIT – VI: Newspaper Make-up**

- i) To understand the purpose of a newspaper design;
- ii) To examine the constraints in designing newspaper pages;
- iii) To discuss the effect of television and new media on newspaper design;
- iv) To discuss the form and format of a newspaper design;
- v) To identify the elements of design and their impact on newspaper pages describe and analyze different parts of a newspaper in relation to design

## **Unit – VII: Desktop Publishing**

- i) To understand the desktop publishing (DTP) environment;
- ii) To understand the hardware and software support required for DTP
- iii) To look at some specific features of print design software(s)

### **Unit – VIII: Printing Process**

- i) Trace the history and development of printing process and technology;
- ii) To gain an overview of the various revolutions in the printing technology that has come about over the years

### **Unit – IX: Periodicals and Poster design**

- i) Understand the types and characteristics of printed literature that are issued periodically;
- ii) To understand the editorial design, and production planning of a magazine;
- iii) To discuss the roles, formats and production aspects of newsletters
- iv) To look at the designing and reach of the posters in the Indian context;
- v) To understand some basic rules for poster designing;

**Evaluation=** 100 marks

- Mid semester Exam: 30 Marks (May be on-the-spot Activity Based)
- Final Semester Examination: 50 marks  
(30 marks: Written component while 20 Marks may be Written activity during the exam or to be submitted on exam dates)
- Continuous Assessment: 20 marks

**Note:** All the Units will follow hands-on-exercises, to be conducted in the classroom or beyond the four walls, depending upon the requirement of the Unit and students.

### **Suggested Reading:**

- 1) Design things: A Telier
- 2) Designing for print: Charles Conover
- 3) International Type founders
- 4) Design & make-up of Newspaper: Arnold Sutton,
- 5) Editing & Design Hold: Harold Evans
- 6) Print Production Handbook: McDonald
- 7) The Graphic Design Handbook: Downs
- 8) Inside Design Now: Albrecht

## **5. Communication Research, (COMM-510)**

**3 (3+0)**

### **Course Outcome:**

This course aims to introduce students to a variety of communication research methodologies. The students would first be introduced to the prominent research paradigms, gradually learning the quantitative and qualitative techniques of research methodologies. The course attempts to blend theory with practice. In other words, students would be exposed not only to different communication research methods but would also undertake small studies in order to familiarize themselves with some of the salient communication research methods.

## **Unit – I: Introduction to Research**

- i) Defining Research
- ii) Introduction to Media and Communication Research and its development

## **Unit – II: Classification of Research Paradigms and Research Techniques**

- i) Paradigms of Research; Positivism, Anti-positivism, Critical Theory and Post Positivism
- ii) Research Design, Sampling techniques and Mapping Coordination Schema
- iii) Kinds of Research- Qualitative, Quantitative, Descriptive, Analytical, Applied, Fundamental, Action Research, Clinical or Diagnostic, Operations Research etc.
- iv) Ethical considerations of data manipulation and responsibilities: Reliability and Validity and Ethics of Research (Attributing the source).

An introduction to the paradigms and perspectives which dominate the Media and communication research and theory. Prominent debates between different schools of thought, together with the key terms employed. How to sketch the research process and mapping the research, sampling techniques. Kinds of research- Descriptive, Analytical, Applied, Fundamental, Action, Quantitative-Qualitative Research, Clinical/Diagnostic Research, Operations Research etc.

## **Unit – III: Research Tools and Methods**

- i) The utility of variables; dummy variables, nominal variables, categorical variables etc.
- ii) Constructing research tools; developing questionnaires, Interview schedule, Observation methods, Focus group discussion, participant observation and content analysis
- iii) Survey Research: The process of collecting data, developing an eye to detail
- iv) Experimental Research: Conceptual framework of ‘Experimental’ and ‘Control’ groups, Laboratory and Social research (Theatre test techniques and exit polls), relationship between dependent and independent variables in a research investigation.

## **Unit – IV: Data Analytic techniques**

- i) Introduction to Statistical tools of data analysis; Mean, Median, Mode, Correlation, and Regression, Chi-Square etc.
- ii) Introduction to Statistical packages for data analysis.
- iii) Introduction to mathematical interpretation of data analysis.

Activity 1- Students decide and select a topic unanimously for conducting a survey, undertake literature review, formulate hypothesis and identify objectives, develop a questionnaire, identify the research design and the sampling design, collect data.

Activities 2- In groups, students analyze the data collected and present a report in the class (Power point presentation)

## **Unit – V: Research writing**

- i) Introduction to APA citation manual.
- ii) Kinds of Research reports and Research journals
- iii) Career in research and academics

A brief introduction of how to write a research proposal and reports, Essential elements of writing, Citation techniques (APA)

### **Mode of Examination and Evaluation**

80% written (30 marks for mid sem and 50 marks for end sem exam). 20% continuous evaluation in the form of assignments/class presentations/activity etc.

### **Basic Course Readings:**

- 1) Merrigan, G. & Carol L. Huston, *Communication Research Methods*, Sage, Paperback (2008)
- 2) Arthur Asa Berger, *Research Methods: An introduction to Qualitative and Quantitative Approaches*, Sage, New Delhi, 2000.
- 3) Kothari, C. (2004). *Research methodology methods & techniques* (2nd rev. ed.). New Delhi: New Age International (P).
- 4) Wimmer, R., & Dominick, J. (2000). *Mass media research: An introduction* (6th ed.). Belmont, CA: Wadsworth Pub.
- 5) Hansen, A. (2009). *Mass communication research methods*. London: SAGE.
- 6) Treadwell, D. (2008). *Introduction Communication Research: Paths of enquiry* (2nd Ed ed.). New Delhi: Sage.
- 7) Horing Priest, S. (2008). *Doing Media Research: An Introduction* (2nd Ed ed.). New Delhi: Sage.
- 8) Anderson, J. (2010). *Media Research Methods: Understanding Metric and Interpretive Approaches*. New Delhi: Sage Publications.
- 9) Perry, D. (2009). *Theory and Research in Mass Communication: Contexts and Consequences* (2nd Ed ed.). London: Lawrence Erlbaum Associates.
- 10) Minichiello, V., & Kottler, J. (Eds.). (2008). *Qualitative Journeys*. New Delhi: Sage Publications.

## **6. Media Policies, Laws, Regulations and Ethics, (COMM-517) 3 (3+0)**

### **Course Outcome:**

In this course, the students will learn the provisions of Indian Constitution and the laws that restrict or regulate the flow of information in Indian society. The course also examines specific policies and regulations pertaining to media and communication sector.

### **Unit – I: Constitutional structure of India**

- i) Media Law: Constitution of India: fundamental rights-freedom of speech and expression and their limits-directive principles of state policy
- ii) Provisions of declaring emergency and their effects on media-provisions for amending the constitution;
- iii) Provision for legislature reporting;
- iv) Parliamentary privileges and media
- v) Theory of basic structure: union and states; and election commission and its machinery.

## **Unit – II: Press Laws in India**

- i) Specified press laws; history of press laws in India-
- ii) Official Secrets Act.1923,
- iii) Contempt of court Act 1971
- iv) Civil and criminal law of Defamation
- v) Laws of obscenity
- vi) Intellectual property right
- vii) Legislations including Copyright Act.
- viii) Trade Marks Act and Patent Act- information technology,
- ix) Right to information- Press and Registration of Books Act.1967.
- x) Working Journalists and other Newspaper Employees (conditions of service and Miscellaneous Provisions) Act.1955: -
- xi) Cinematograph Act.1953: Prasar Bharati Act
- xii) Cyber laws and Cable Television Act
- xiii) Relevant provisions of Indian panel code with reference of sedition
- xiv) Crime against women and children
- xv) Media and public interest litigation

## **Unit – III: Media Ethics and Society**

- i) Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Freebies, bias colored reports.
- ii) Ethical and press ombudsmen in the world
- iii) Press council of India and its broad guidelines for the press
- iv) Codes suggested for the press by the Press council and Press commissions and other national and international organizations
- v) Codes for radio, television, advertising and public relations.
- vi) Accountability and independence of media.

## **Reading List-**

- 1) Professional Journalism-M V Kamath
- 2) Media Ethics- Pronjoy Guha Thakurta
- 3) Media laws and Ethics: Readings in communication regulations- Kiran Prasad(volume 1&2)
- 4) Mass communication living in media world- Ralph E. Hanson
- 5) Press Laws and Ethics of journalism- P.K. Ravindranath
- 6) Essentials of Practical journalism-Vir Bala Agarwal
- 7) Media Laws and Ethics- IGNOU readings
- 8) Media Problems and Prospects published by National Media Centre,
- 9) Selected Chapters

## **Evaluation Method-**

The evaluation method is 80% percent written

20 % is continuous evaluation

## **7. Visual Communication, (COMM-508)**

**3 (2+3)**

### **Course Outcome:**

This course provides an understanding of visual messages: visual perception, design syntax, design elements and how they fit in the visual communication of mass media; the course also examines theoretical concepts of vision and perception, visual literacy, visual language, visual persuasion/manipulations, and the cultural implications of visual images.

### **Unit I:**

- i) What is Visual Communication?
- ii) From cave paintings to present day elaborate images
- iii) Visual Literacy, Grammar and Syntax

### **Unit II:**

- i) Ganzfeld Experiment
- ii) The Visual Field
- iii) Figure-Ground relationships

### **Unit II:**

- i) Balance: Symmetry, Asymmetry
- ii) Emphasis: Proportion
- iii) Notan
- iv) Gestalt Theory
- v) Laws of Proximity, Similarity, Continuity
- vi) Closure and Non-Closure
- vii) Memory and Association

### **Unit IV:**

- i) Elements of Design
- ii) Illusion
- iii) Morphics

### **Text Books:**

Perception and Imaging, Richard Zakia  
Visual Communication, Pratish K Mathur

### **Evaluation:**

Mid Semester Examination - 30 Marks (Written)

## **8. Electronic Media Production-I: Photography and Radio Production, (Comm 582) 3 (1+6)**

### **Course Outcome:**

1. To familiarise the students with two of the many components of Electronic Media Production, namely, Photography and Radio Production.
2. To provide the students a well-rounded understating of the two streams.
3. To acquaint the students with the theoretical foundations of Photography practice and Radio Production so as to develop in them a hands-on knowledge of the two streams.

### **Unit I:Basics of Digital Photography**

1. Introduction to Digital Photography
2. DSLR: Camera parts &their functions
3. Exposure: Principles of Light &Exposure Triangle
4. Iris &Shutter Speed for creative tools

### **Unit II:**

1. Working with the subject
2. Principles of Compositions
3. Lighting: Natural &Studio
4. Editing and Post-production

### **Unit III: Basics of Radio Production**

1. Radio: Characteristics as a medium
2. Radio Broadcast Studio:Structure &Operation
3. Radio Program Production Stages
4. Radio Program Formats, Scripting for Radio

### **Unit IV: Radio Production: Equipment and Techniques**

1. Microphones: Types, Polar Patterns
2. Audio Console, Recorders, Cables &Connectors
3. Sound Editing: Single &Multi-track Editing
4. Compeering & Announcing for Radio

### **Suggested Text Reading:**

- 1) Langford's Basic Photography : Michael Langford, Anna Fox & Richard Sawdon Smith
- 2) Radio Production : Robert Mc Leish
- 3) Sound Sight Motion - Herbert Zettl
- 4) Audio Production Worktext - Reese, Gross&Gross

### **Further Reading:**

- 1) Perception and Imaging, Photography-A way of seeing : Richard D. Zakia
- 2) Photoshop CS 5: Mark Galer, Philip Andrews

- 3) Canon DSLR: Christopher Grey
- 4) Photographic Lighting: John Child, Mark Galer
- 5) The Advanced Digital Photographer`s Work Book: Wonne J Butler
- 6) Photographic Composition, A Visual Guide: Richard D Zakia and David A Page
- 7) Television and Radio Announcing: Stuart W Hyde

**Evaluation Method:**

80 % Assignments /Activity based, 20 % Continuous evaluation

**9. Mass Media and Society, (COMM-502)**

**3 (3+0)**

This course is designed to develop an understanding of social and political processes and institutions and the complex relationship between mass media and these processes. The course will deal with various forms and functions of mass media and its effects. Adopting sociological approach, this course will look at dynamic relationships among various components of the media industry, media products, ownership patterns, media technologies, audiences in the context of broader social world. The course will also attempt to develop an understanding of the current world order, and the globalization of mass media.

**Course Outcome:**

1. Understanding the relationship between media, society, polity and culture
2. Developing perspectives on the role of media in shaping/ influencing contemporary issues
3. To examine the relationship between media economy, media products, media technology, ownership patterns, audiences and larger society

**Unit – I Understanding Social Processes**

- i) Understanding Society: Indian Social System and Current Issues
- ii) Concept, forms and functions of Mass Media

**Unit – II Media and Social World**

- i) Sociology of Media
- ii) Mass Media and Socialisation
- iii) Mass Media and Social Relations; Gender and Communication
- iv) Mass Media and Public Opinion

**Unit – III Understanding Media as Industry**

- i) Media, Industry and Social World
- ii) Media Ownership Patterns and Corporatisation of Media
- iii) Mass Media and Profit
- iv) Advertising and its Impact

**Unit – IV Media and Politics**

- i) Media Influence and Political World

- ii) Media and Ideology
- iii) Mass Media and Globalisation

**Form and Method of Evaluation:**

- Written Exam (Mid Term and End Term—30 % and 50% marks respectively) and Continuous Assessment (20% marks)

Continuous assessment would include class assignments such as short written assignments, on the spot class test, presentations on given topics, group discussions, quiz, etc. Throughout the semester each student will have to complete at least three assignments

**Core Readings:**

- 1) Media Society: Industries, Images and Audiences – by David R. Croteau and William D. Hoynes
- 2) Media and society: Critical Perspectives by Burton Graeme
- 3) Media, Culture and Society by Hodkinson, Paul.
- 4) Media Effect and Society by Perse, Elezabaith M.
- 5) Communication and Culture by Schirato, Tony
- 6) Dynamics of Political Communication: Media & Politics in Digital Age -- by Perloff, Richard M
- 7) Democracy and Media -- by Gunthur, Richard

**10. Political Economy of India, (COMM-518)**

**2 (2+0)**

**Course Outcome:**

The course aims at creating awareness about a range of issues/events/institutions/ideologies affecting and influencing emerging India viewed from personal, local, national and global perspectives. The idea is to spur informed personal response in the students on a given subject so as to form and express opinion with regard to the contemporary political and economic issues.

**Unit – I: Understanding political economy and development:**

- i) The concept of political economy.
- ii) Political & economic foundation of development in modern India (A quick review from 1947 till date).
- iii) Defining development, paradigm shift in understanding “Development”.
- iv) Growth, Development and Happiness
- v) Factors influencing development in our country.
- vi) Global issues affecting our country.
- vii) Base-Super structure debate in Indian context.

**UNIT – II: India’s Political Economy - Where we stand:**

- i) Political issues/institutions (Federal structure & Centre-state relationship, PRI, political ideology, coalition politics etc).
- ii) Economic issues/institutions. (Policy initiatives, planned development, Macroeconomic reforms/economic liberalization etc).

**UNIT – III: Contemporary issues:**

- i) Caste and Indian Politics (871-888 – Dr. B. L. Fadiya)
- ii) Women’s Political Participation in India
- iii) Politics of Minorities in India
- iv) Crime and Politics
- v) National Integration
- vi) Poverty, unemployment, economic disparities.
- vii) Ultra Leftist Movement
- viii) Regional assertions.
- ix) Right to Information.
- x) Social networking- Issues and concerns.

(Some topical issues may be added as the course progresses.)

**Assignments:** Assignments will be structured with an objective to reinforce the understanding developed during class teaching/discussions/deliberations over relevant theme.

**Reading List**

**Primary reading:**

- 1) Indian Constitution by D.D.Basu.
- 2) Indian Economy by Dutta & Sundaram.
- 3) Indian Economy – Ramesh Singh
- 4) Indian Government and Politics – Dr. B. L. Fadiya
- 5) India Since Independence – Bipin Chandra, Mridula Mukherjee, Aditya Chatterjee
- 6) Newspapers and magazines covering political & economic issues/events/institutions (For e.g. Economic & Political Weekly, India Today, Yojana, Kurushetra, Economic Times, The Hindu, Frontline etc).

**Further reading:**

- 1) Reinventing India: Liberalisation, Hindu Nationalism & Popular Democracy’’ by Corbridge Stuart & John Harris. (Polity Press Cambridge, 2000).
- 2) Economic Reforms in India - Jenkins, Rob (Cambridge University Press, 2000).
- 3) India’s Political Economy - Frankel, Francine.
- 4) Development as Freedom - Amartya Sen.
- 5) India After Gandhi – Ramchandra Guha
- 6) Indian Constitution – Subhash Kashyap
- 7)

## **11. Theories and Models of Mass Communication, (COMM-501) 2 (2+0)**

A detailed understanding of Communication and Mass Communication theories along with elements that constitute them will be dealt under this course. This course will also deal with interpreting the process of mass communication through various schools of approaches. It will also examine major areas of research and theoretical developments related to organization, functions and effects of mass communication.

### **Course Outcome:**

1. Building an academic perspective on the concept and application of theory;
2. Understanding a range of school of thoughts and related theories of Mass Communication, critique and application;
3. Building a broader perspective of communication and its process;
4. Understanding various models of mass communication and their relation to theory.

### **Unit – I Understanding Theory of Media and Society**

- i) Understanding Mass Communication and Mass Society
- ii) Evolution of Theory
- iii) Media Society Theory: Marxism, Functionalism, Technology Determinism, Social Constructionism

### **Unit – II Sociological and Normative Theories of Media**

- i) Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory, Normative Theories of Mass Media, New Media Theory

### **Unit – III Social Science and Mass Communication Theory**

- i) Hermeneutic Theory
- ii) Critical and Cultural Theory

### **Unit – IV Models of Communication:**

- i) Harold D Lasswell's model (1948)
- ii) Claude Shannon and Warren Weaver's Model (1949)
- iii) Theodore Newcomb's model (1953)
- iv) George Gerbner's Model (1956)
- v) Other Models

### **Form and Method of Evaluation:**

- Written Exam (Mid Term and End Term—30 % and 50% marks respectively) and Continuous Assessment (20% 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. Throughout the semester each student will have to complete at least three assignments.

### **Suggested Readings:**

- 1) *Mass Communication Theory: Foundations, Ferment, and Future* by Stanley J Baran and Dennis K Davis
- 2) *Mass Communication Theory* by Denis Mcquail
- 3) *Mass Communication in India* by Keval J Kumar
- 4) *Theory and Research in Mass Communication* by David K Perry

## **B. Core Courses (To be offered in IIIrd Semester)**

### **1. News Media: Current practices (Comm 605)**

**3 (2+3)**

#### **Course Outcome:**

The objective of this course will be to teach and train students about current practices in different News Media, viz., Broadcast Media, Print Media & Online/Digital Media. The students are expected to develop requisite skills for these news media under faculty supervision.

#### Unit-I Broadcast Media

Introduction to Broadcast Journalism  
 Generating Stories & Reporting  
 Interviewing  
 Packaging and Production  
 Live Presentation

#### Unit-II Print Media

Journalism- Print vs. Electronic media  
 News writing and editing  
 Reporting Techniques  
 Photojournalism

#### Unit- III Online/digital Media

Introduction to the Online/Digital Media  
 Technical, Legal and Ethical Issues of the Online World  
 Practical Exercises/Assignments  
 Practical Exercises-II (Reporting/Editing)

#### **Books Recommended:**

- 1) Hudson, G., & Rowlands, S. (2011). *The Broadcast Journalism Handbook*. Focal Press. Bhatt, S. (n.d.). *Broadcast Journalism*.
- 2) Chapman, J., & Kinsey, M. (2012). *Broadcast Journalism: A Critical Introduction*. Routledge.
- 3) Kern, J., & Kinsey, M. (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production*.
- 4) News reporting and writing : Melvin Mencher

- 5) News Reporting and Editing- Jan R. Hakemulder & Fay Ac de Jonge & P. P. Singh
- 6) News Writing and Reporting - James M. Neal and Suzzane S. Brown
- 7) Reporting and Writing: Basics for the 21<sup>st</sup> Centuary- Christopher Scanlan
- 8) Journalism in India – Rangaswami Parthasarthy, N. Ram
- 9) Thomas, Pradip N. (2012). *Digital India: Understanding Information, Communication and Social Change*, Sage Publications
- 10) Craig, D. (2011). *Excellence in Online Journalism*, Sage Publications
- 11) Ward, Stephen J. (2014). *Global Media Ethics: Problems and Perspectives*, John Wiley and Sons retrieved from [http://www.buecher.de/shop/femsehen/global-media-ethics-ebook-pdf/ward-stephen-j-a/products\\_products/detail/prod\\_id/37347136/](http://www.buecher.de/shop/femsehen/global-media-ethics-ebook-pdf/ward-stephen-j-a/products_products/detail/prod_id/37347136/)
- 12) Hood, C. (2011). From FOI World to WikiLeaks World: A New Chapter in the Transparency World?, *Governance* Vol. 24 (4)
- 13) Canavilhas, J. (October 19, 2007), *Web Journalism from the Inverted Pyramid to the Tumbled pyramid* retrieved from <http://www.bocc.ubi.pt/pag/canavilhas-joao-inverted-pyramid.pdf>
- 14) Curtis, A. (undated), *Writing Copy for the Web* retrieved from [http://www2.uncp.edu/home/acurtis/Courses/ResourcesForCourses/PDFs/Writing\\_News\\_Copy\\_for\\_the\\_Web.pdf](http://www2.uncp.edu/home/acurtis/Courses/ResourcesForCourses/PDFs/Writing_News_Copy_for_the_Web.pdf)
- 15) Singh, T. (undated) *Cyber Law and Information Technology* retrieved from <http://www.indlii.org/CyberLaw.aspx>

### **Evaluation Method-**

The evaluation method: 30% Theory; 50% Practical/ Activity/ Assignment based; 20 % continuous evaluation (Sessional).

## **2. Public Relations & Advertising: Theory & Practice (Comm 616) 3 (2+3)**

### **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.

#### 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

## 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

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

Appeals and visualisation in Advertising; Slogans and Jingles

Media Selection; Audience Measurement

Creative Brief

### **Books recommended for the course:**

- 1) A Handbook of Public Relations and Communications by Philip Lesly (Jaico Books)
- 2) Management of PR and Communication by Sailesh Sengupta
- 3) Handbook of Public Relations in India by D.S.Mehta (Allied Publishers)
- 4) Public Relations by Jaishri Jethwaney and Narendra Nath Sarkar
- 5) Corporate Communication by Jaishri Jethwaney –Oxford University Press.
- 6) Public Relations Management by J.Jethwaney and N.N.Sarkar
- 7) Advertising Management by Rajeev Batra (Prentice Hall 1996)
- 8) Advertising Management by C.L.Tyagi and Arun kumar (Atlantic Publishers)
- 9) Advertising Management by Jaishree Jethwaney and Shruti Jain

### **Evaluation:**

The evaluation method: 30% Theory; 50% Practical/ Activity/ Assignment based; 20 % continuous evaluation (Sessional).

## **3. Communication & Development: Theory & Practice (Comm 627) 3 (2+3)**

### **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 & campaigns.

### **UNIT – I:Communication & 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:Mass Media for development & social change: Experiments & experiences**

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

**Assignments:** Three Assignments; two of 05 marks each and one of 10 marks. 10 Marks assignment may be pertaining to some field experience in relation to communication of some developmental issues or planning and production of a development communication programme for radio and/or TV media.

#### **Suggested reading:**

- 1) Communication for Development in the Third World by S. Melkote & Steeves (Sage).
- 2) Communication for Development & Social change edited by Jan Servaes (Sage).
- 3) Media, Communication & Development: Three approaches by L. Manyozo (Sage).
- 4) Communication for development (Vol. I & II) by Kiran Prasad (B. R. Publishing Corporation).

#### **Evaluation:**

- Final Semester Examination: 50 marks;
- Mid-sem: 30 marks;
- Class room activities/ participation/Assignments: 20;

## **4. Electronic Media Production-II: Audio-Visual Production (Comm 636) 3 (2+3)**

### **Objectives:**

- 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 : Basics of Audio-Visual Production**

- 1. Production Process: Concepts and Practices, Production Personnel: Roles &Responsibilities
- 2. Ideation, Characterisation, Dramatic Structure

3. Narrative Composition: Mythic Realism, Social Drama, Intimate Realism, III-Act & Five-Act Structure
4. Scriptwriting, Shot Division, Storyboarding, Shooting script

### **Unit II: Audio-Visual Language**

1. Sound for Production: Sound Design & Music
2. Lighting for Video: Equipment & Techniques
3. Cinematography: Grammar & Syntax
4. Cinematic Tools & Techniques

### **Unit III: Post Production: Equipments, Tools and Software**

1. Editing: History & Evolution, Basics of Editing
2. Classical Hollywood Style, Soviet Montage
3. Editing Software, Visual Effects, Graphics
4. The Video Camera

### **Suggested Text Readings**

1. Video Production : Vasuki Belavedi
2. Video Production Handbook : Gerald Millerson, Jim Owens
3. Sound for Film and Television: Tomlinson Holman
4. The Five C's of Cinematography: Motion Picture Filming Techniques : Joseph V. Mascelli
5. Picture Composition for Film and Television: Peter Ward
6. Motion Picture and Video Lighting : Blain Brown

### **Further Readings**

1. Television production: Gerald Millerson
2. Grammar of the Shot: Roy Thomson
3. Handbook of Television Production: Herbert Zett
4. Television Program Making: Colin Hart
5. Multiskilling for Television Production: Peter Ward, Alan Bermingham, Chris Wherry
6. Lighting for Digital Video & Television: John Jackman
7. The Make-up Artist Handbook: Gretchen Davis, Mindy Hall
8. Grammar of The Edit: Roy Thompson, Christopher J Brown

### **Evaluation Method:**

30% Written examination, 50 % Assignments/Activity/Production based, 20 % Continuous evaluation

## 5. Media Studies: Key Debates (Comm 628)

3 (2+3)

This course aims at introduction and discussion on seminal works including contemporary debates and essays on the following broad areas:

Communication and Society  
Politics and Communication  
Political Economy of Communication  
Global Communication

### Core Readings:

- 1) International and Development Communication: A 21<sup>st</sup> Century Perspective – by Bella Mody
- 2) International Communication: A Reader – by Daya Kishan Thussu
- 3) Media Society: Industries, Images and Audiences – by David R. Croteau and William D. Hoynes
- 4) Media Communication: An Introduction to Theory and Process – by James Watson
- 5) Global Communication: Theories, Stakeholders and Trends — by McPhail, Thomas L
- 6) Global communications – by Chakravartty, Paula
- 7) Global village – by McLuhan, M.
- 8) Handbook of Global Media and Communication Policy -- by Mansell, Robin
- 9) Globalization and Communication Policy In India -- by Mahesh Chandra
- 10) Understanding Media: The Extension of Man – by McLuhan, M
- 11) India's Communication Revolution from Bullock Carts to Cyber Marts by Singhal, Arvind
- 12) Communication Technology and Politics in Information Age – by Sussman, Gerald

### Other Sources

Yanow, D. (2000), *Conducting Interpretive Policy Analysis*, Sage Publications, retrieved from <http://ebook.stepor.com/book/conducting-interpretive-policy-analysis-qualitative-research-methods-68489-pdf.html>

Napoli, Philp M. “Media Policy: An Overview of the Field” (2007), *McGannon Center Working Paper Series*. Paper 20 retrieved from [http://fordham.bepress.com/mcgannon\\_working\\_papers/20](http://fordham.bepress.com/mcgannon_working_papers/20)

Raboy, M and Padovani, C. Mapping Global Media Policy: Concepts, Frameworks, Methods, *Communication, Culture and Critique* Vol. 3, pp 150-169, (2010), retrieved from <http://media.mcgill.ca/files/raboy-padovani.JCCC2010.1753-9137.2010.01064.x.pdf>

Katzenbach, C. Technologies as Institutions: Rethinking the Role of Technology in Media Governance Constellations, Puppis/Just (eds), *Trends in Communication Policy Research: New Theories, Methods and Subjects*, Intellect, 2012 retrieved from SSRN: <http://ssrn.com/abstract=2392711>

Stober, R. What Media Evolution IS: A Theoretical Approach to the History of New Media, *European Journal of Communication* Vol. 19(4), pp 483-505, (2004), retrieved from <http://ejc.sagepub.com/cgi/content/abstract/19/4/483>

Jenkins, H and Deuze, M. Editorial: Convergence Culture, *Convergence: The International Journal of Research Into New Media Technologies* Vol. 14 (1), pp 5-11, (2008) retrieved from <http://www.gigaart.net/T101/readings/JenkinsDeuzeConv2008.pdf>

Napoli, Philip M. Navigating Producer-Consumer Convergence: Media Policy Priorities in the Era of User Generated and Distributed Content, *Communications and Convergence Review* Vol. 1 (1), pp 32-43, (2009) retrieved from [https://www.kisdi.re.kr/kisdi/common/download?type=D&file=ENG\\_RESEARCH\\_CCR%7C25328%7C6](https://www.kisdi.re.kr/kisdi/common/download?type=D&file=ENG_RESEARCH_CCR%7C25328%7C6)

Thussu, Daya K. Privatizing the airwaves: the impact of globalization on broadcasting in India, *Media, Culture and Society* Vol. 21, pp 125-131, (1999), retrieved from <http://mcs.sagepub.com/content/21/1/125.refs>

Narain, S. The airwaves as a public good: Review of a landmark judgement, June, 2009, retrieved from [http://indiatogether.org/uploads/document/document\\_upload/2140/blawcricket.pdf](http://indiatogether.org/uploads/document/document_upload/2140/blawcricket.pdf)

Muralidharan, S. Broadcast Regulation and Public Right to Know, *Economic and Political Weekly*, March 3, 2007 retrieved from <https://casi.sas.upenn.edu/sites/casi.sas.upenn.edu/files/iit/Broadcast%20Regulation-Sukumar%20Muralidharan.pdf>

The Broadcasting Bill retrieved from <http://www.indiantelevision.org.in/indianbroadcast/legalreso/broadcast.htm>

Cable Network Rules retrieved from <http://tdsat.nic.in/books/THE%20CABLE%20TELEVISION%20NETWORKS%20RULES.doc>

IT Amendment Act, 2008 retrieved from [deity.gov.in/sites/upload\\_files/.../itact2000/it\\_amendment\\_act2008.pdf](http://deity.gov.in/sites/upload_files/.../itact2000/it_amendment_act2008.pdf)

Communication Convergence Bill, 2001 retrieved from [www.dot.gov.in/sites/default/files/CCBill\\_of\\_pages\\_41.pdf](http://www.dot.gov.in/sites/default/files/CCBill_of_pages_41.pdf)

Duggal, P. Telecommunications Convergence Law in India, *Murdoch University Electronic Journal of Law*, Vol.9 (1), March, 2002 retrieved from <http://www.austlii.edu.au/au/journals/MurUEJL/2002/6.html>

### **Evaluation:**

- Final Semester Examination: 50 marks;
- Mid-sem: 30 marks;

- Class room activities/ participation/Assignments: 20;

## **General and Other Courses**

### **1. Written and Oral Communication, (COMM-515)2 (2+0)**

#### **Course Outcome:**

Upon completion of the course, the students shall acquire necessary skills for effective communication, both verbal & written.

#### **Unit – I: Grammar Concepts**

- i) Tenses
- ii) Prepositions
- iii) Articles

#### **Unit – II: Drafting**

- i) Letters
- ii) Applications
- iii) Notices/ Announcements

#### **Unit – III: Book Review \*\***

- i) Everybody loves a good drought
- ii) Walking with the comrades
- iii) Any other book, which the teacher finds relevant.

#### **Unit – IV: Open Discussions on various topics (social, political, cultural etc)**

Suggested readings:

- 1) New light in General English – Jawahar Prakashan
- 2) High School English Grammar and Composition- Wren and Martin

#### **Evaluation method:**

Written Exam: - 30 marks

Assignment/Activity (Written/Viva / oral): 50 marks

Class assessment: 20 marks

\*\* The books listed under Unit 3 may be changed as per the course teacher's requirement.

### **2. Statistical tool for computing in research, (COMM-516) 2(1+3)**

**Course Outcome:** Under this course, students will be taught and trained about any one statistical tool currently being used by social science researchers.

### 3. Science Communication, (COMM-519)

2(2+0)

**Course Outcome:** Upon completion of this course, the students shall understand nuances of science communication and how to effectively communicate science and scientific facts and discoveries for common people.

Followings Topics shall be covered under this general course:

Introduction to Science Communication; Public Understanding of Science; Science & Society  
Communicating Science via Fictional Media; Language and Vocabulary of Science; Science  
Journalism; Science & Technology and India; Science Writing: Science News Content;  
Experiments and Experiences; Great Scientists; Health Communication; Environment  
communication; Agricultural Extension; Science Museums and Science Centers; Risk  
Communication etc

Mid-Semester examination: 30 marks Activity Based

Final Semester Examination: 50 marks

Internal Assessment: will be done via Class Presentation: 20 marks

Suggested readings:

- 1) Successful Science Communication: Bennett (Cambridge)
- 2) Science Communication: NP. Choubey
- 3) Science Reporter
- 4) Vigyan Pragati
- 5) Kurukshetra
- 6) Yojana

### 4. Mainstream Cinema & Society, (COMM-521)

3(2+3)

**Course Outcome:**

The basic objective of this course is to give a brief introduction the development of Cinema in India and also to study the influence of various film movements on it.

**Unit I: Cinema- Beginning of a New Art**

- i) Introduction- What is Cinema
- ii) History of Cinema. Lumeire Brothers, Thomas Alva Edison, Actualities etc
- iii) Beginning of cinema in India.

**Unit II: World Film Movements and Indian cinema**

- i) Film movements in the world- Brief introduction.
- ii) German Expressionism and Indian Expressionism

- iii) Russian Cinema and its impact on Indian Cinema; Theory and concept of Montage
- iv) Arrival of sound
- v) French films and its impact on Indian Cinema; First Avante Garde: Impressionism and Second Avante Garde: Pure Cinema
- vi) Film Noir and its influence on Indian Cinema
- vii) Italian Neorealism
- viii) Auteur Theory; the French New Wave
- ix) A brief on Cinema from China, Poland etc.

### **Unit III: Indian Cinema**

- i) Mainstream Cinema
- ii) Studio system
- iii) New wave- parallel cinema
- iv) Second New Wave.

### **Unit IV: Cinema and Society**

- i) Ethics in cinema
- ii) Cinema and Censorship.
- iii) Cinema as a change agent.
- iv) Representation of vulnerable sections.
- v) Cinema and Social issues.

**Note:** As for specific films and directors to be watched and reviewed/commented by the students, the faculty concerned may announce it during teaching sessions.

**Evaluation:** Evaluation will be done on written exams for 80 marks. 20 marks will be for internal assessment based on assignments/activities.

### **Suggested Reading:**

- Indian popular cinema by K.Moti Gokulsing and Wimal Dissanayake
- Ramachandran, T.M. (June 1985). 70 years of Indian Cinema 1913-1983
- Karanjia, B.K (1986). A many splendoured cinema. New Thacker's Fine Art Press
- Kaur, Raminder; Sinha Ajay J. (2005). Bollyworld: popular Indian cinema through a transnational lens.
- Mass Communication in India, Keval J. Kumar, Jaico Publication
- A history of film, Virginia Wright Wexman
- Conversations with Mani Ratnam, Bharadwaj Rangan