



**School of Media & Communication Studies
Doon University, Dehradun**

5- Years Integrated MA in Media & Communication Studies

[A Dual Degree programme with an option to leave after three years with B. A. (Hons) Degree]

Total-172 credits programme [106 credits for BA (Hons) Degree + 66 credits for MA Degree]

B.A (Hons.) curriculum [06 semesters]

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 junior & middle-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 offered in different semesters of the academic programme.

Semester – 1	Semester - 2
1. Language skills-I (English) (2) 2. People and Culture of India (2) 3. Introduction to Communication (3) 4. Basic Computer Applications for media (4) 5. Development of media in India (2) 6. Economic Development and Planning (4)	1. Language skills-II (English) (2) 2. Mass communication: Concept and process (3) 3. Visual Communication (2) 4. Photography (2) 5. Indian Polity (3) 6. Media Laws and Ethics (2) 7. Environment studies (4)
Semester – 3	Semester - 4
1. Reporting and writing for print media (4)	1. Reporting and writing for electronic

2. Communication for development & social change (3) 3. Public Relations (4) 4. Lights, Camera, Sound (3) 5. Digital Media and Information age (3) 6. Social system and structure (2)	media (4) 2. Advertising (4) 3. International Communication (2) 4. Media and Film Appreciation (2) 5. Television Production (4) 6. Radio Production (4)
Semester – 5	Semester – 6
1. Communication Research (3) 2. Contemporary Issues and Mass Media (3) 3. Media Organization: Structure and Functions (3) 4. Theories and Models of Mass Communication (2) 5. Print Design and Production (3) 6. Audio-Visual Production (Workshops) (4)	1. Internship (Minimum Two weeks, in semester break) 2. Communication Production (07) (Print/TV/Radio) 3. Dissertation (07)

BA (Hons.) course details [06 semesters]

The details are indicative in nature. Faculty taking up the course will be drawing a course structure/outline keeping in view the requirements of the course /industry needs/current trends relevant to the course.

Semester- I

1. Language skills – I (English) COMM: 100 - 2 credit [2+0]

Course Outcomes: Upon completion of the course:

- The students will learn the basic grammatical concepts.
- The students will have enhanced writing skills.

This course aims to equip students with language skills so that they may be able to express themselves in written and oral communication. Given that many of these students will be communications managers & future media professionals, language skills are an important component of this programme. The emphasis will be on equipping students to organise their ideas systematically and to use English/Hindi correctly & effectively. This course will address language skills in a holistic manner. It will focus on effective writing, oral fluency as well as presentation skills. Although some teaching of grammar may be necessary, the emphasis is on usage rather than the rudiments of language.

2. People and Culture of India COMM: 101 - 2 credit [2+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding of people and culture of India.
- The students will have understanding of plurality & diversity of culture in India.

The course examines the historical evolution of the Indian civilization with special emphasis on the crystallization of linguistic, social, cultural and geographical groupings; how modern India came into being and what are its defining characteristics.

3. Introduction to Communication COMM: 102 – 3 credit[3+0]

Course outcome: On completion of the course:

- Student shall be acquainted with the basics of “Communication”.
- Students will have clear understanding of the process and dynamics of communication processes.

The concept and definition of communication. Process, elements and functions. Effective communication. Types - Intra personal, Inter personal, Group, Mass communication. Traditional Communication. Media of Communication - oral media, written media, mass media, non-verbal media, body language. Understanding some basic principles/models of communication-Lasswell, Osgood, Shanon and Weaver, Wilbur Shramm and George Gerbner.

4. Basic Computer Applications for media COMM: 103 – 4 credit[3+3]

Course outcome: Students will learn basic uses of computers for different media and communication needs. They will also be skilled for using different software and applications being used in media and communication Profession/Industry.

Computer Appreciation

Knowledge of computer; its components: Software & Hardware: monitor, CPU, UPS, HDD, CD/DVD ROM/writer

Peripherals: scanners, external HDDs, keyboard, projectors etc.

MS Windows

Basic operations such as creating, saving, moving, deleting files and folders, opening & closing programs; using the mouse; using simple programs such as Paint

MS office and its applications;

MS-word with features; Excel; PageMaker,

Interfacing; Page setup & orientation, using templates; Working with text, text & paragraph formatting, changing fonts & font size; Printing; Inserting images, graphics and drawings etc

CorelDraw and Photo shop

Introduction; CorelDraw in the world of professional & multimedia design; Workspace and Tools Basic operations: Opening & saving a documents; Working with lines, shapes such as rectangles, ellipses, Spirals etc.; filling colour; Copying, moving, resizing, rotating and deleting objects Working with text; Adding headlines and body copy; changing fonts Importing & using Clip parts and symbols, images and objects Exporting files for printing or web Color modes: black & white, grayscale, RGB, CMYK; their significance in getting better printing Vector and Bitmap images, pixel, resolution/DPI

Web Appreciation

Introduction, internet uses: making the most of worldwide web; website, blog; Email: creation and benefit; Risks and pitfalls; Tips on secure surfing; useful websites

5. Development of media in India COMM: 104 – 2 Credit[2+0]

Course outcome: Students will know the history, evolution and development of different forms of Media in India.

Historical development of media.

Pre Independence Press and Journalism- Role of Press in freedom movement.

Journey of Indian cinema

Unique features of each media(Print/Radio/TV/Cinema/Digital)

Growth and development of Radio in India.

Growth and development of Television in India.

Growth and development of Digital media in India

6. Economic Development and Planning COMM: 105 – 4 Credit[4+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding of different aspects of Indian economy.

Economic development : concept and general perspective

Economic Planning process in India. Institutions related to planned economic development Thrust areas under different plans.

Capital accumulation as a factor in economic growth; role of education in economic development. Population and economic development (the two-way relationship).

Aspects of human development: education, poverty and inequality of income distribution (with special reference to India); problems associated with these and approaches towards their solution; changes in the sectoral distribution of national income, per capita income and labour force since independence. Assessment of the Indian growth experience with respect to these.

Agriculture: role of agriculture in India's economic development, factors influencing

productivity in agriculture, institutional factors, technological factors, pattern of ownership; Prices and availability of finance.

Industry: the rate and pattern of industrial growth, trends since 1950; industrial policy with special emphasis of on New Industrial Policy .

Public sector in India and its role in the growth process; role of the small scale and cottage industries and government's policy with respect to these; problem of industrial sickness.

External sector: role of foreign aid, capital and MNCs in India's growth process. Foreign trade: composition and direction.

Economic reforms since 1991: Pains and gains

Current issues related to the Indian economy and development.

Some key terms used in economy and business field.

Semester II

1. Language skills- II (English) COMM: 149 - 2 credits[2+0]

Course Outcomes: Upon completion of the course:

- The students will learn the basic grammatical concepts.
- The students will have enhanced writing skills.

2. Indian Polity COMM: 150 - 3 credit[3+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding if Indian constitution & polity.

Making of modern India: Freedom Struggle and its impact. Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, Directive Principles of State Policy. The Union-Executive President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament, Judiciary-Supreme Court, High Court and District Courts.

Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats. Lokpal, RTI.

3. Mass communication: Concept and Process COMM:151 - 3 credit[3+0]

Course Outcomes: Upon completion of the course:

- The students will learn the process of communication.
- The students will have knowledge of mass media & mass communication.

Mass Communication: Meaning & definitions, Characteristics & features,
Scope and the concept of Mass & Mass Culture of Mass Communication
Mass Communication and other forms of Communication
Mass Communication and its audience.
Functions of Mass Communication & Influence of Mass Media
Media of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Video,
Internet, social networking media.

4. Visual Communication, COMM: 152 – 2 credit[1+3]

Course Outcomes: Upon completion of the course:

- The students will learn different aspects of visual communication.
- The students will have enhanced learning of uses of visual communication.

Visual communication: Concept and meaning, its Importance, Visual literacy

Historical analysis of painting, sculpture and architecture and other forms of visual communications up to modern times with emphasis on changing patterns of techniques, thinking and its influence on society.

Theories of visual communication:

Sensual Theories: Gestalt, Constructivism, Ecological Perceptual Theories: Semiotics, Cognitive

Fundamentals of Design:

Definition. Approaches to design, elements of design: Dot, Line, Shape, Space, Color, Texture, Form etc. Principles of design: Symmetry, Rhythm, Contrast, Motion, Balance etc.

(Communication Design: Exposure of designing of logos, signs, monograms, symbols, tags, shopping bags, labels, stickers, novelties, gift articles, book jackets, record jackets, public relation promotional materials etc.)

Applied form of Visual Communication:

Gestures and sign languages, cave paintings, signs and symbols, calligraphy, poster, neon and electronic moving display messages, exhibitions, dramas, dance and cultural programmes, leaflets, newspapers, magazines and journals, comics books, window display - point of sale, films, television graphics, web displays etc.

5. Photography COMM: 153 – 2 credit[1+3]

Course Outcomes: Upon completion of the course:

- The students will learn tools and techniques of Photography

History of Photography
Different types of photography
Process of image formation, pin hole concept
Basics of Camera and its parts:
Body, uses of different type of lenses, CCD, eye piece etc.
aperture, shutter speed, focal length, white balance, exposure, f-stop, depth of field etc.,

6. Media Laws and Ethics COMM: 154 – 2 credit[2+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding of media laws and ethics to be followed by a responsible media person.

Press, Law, Society & Democracy
Constitutional Safeguards to Freedom of Press
Press Commissions & their recommendations
Press & Registration of Books Act
Working Journalist Act
Law of Libel & Defamation
Contempt of Court
Parliamentary Privileges
Press Council Act
Official Secret Act
Right to Information
Copyright, Intellectual Property Right
Social Responsibility of Press
Ethics, Self-Regulation & Freedom of Expression

7. Environmental Studies COMM: 155 - 4 credits [4+0]

Course Outcomes: Upon completion of the course:

- The students will have knowledge of environment & ecology and its importance for our live and living.

General:

Definition, Scope, Segments of Environment and its Multidisciplinary Nature
Some Major Environmental Problems

Ecology and Environment:

Concept of an Ecosystem- its components and functions, Trophic Levels- Producer, Consumer and Decomposer Energy and Nutrient Flow in an Ecosystem, Biogeochemical Cycles, Food Chain, Food Web and Ecological Pyramid, Types of ecosystems, Ecological succession

Air pollution:

Various segments of Atmosphere and their Significance

Classification of Pollutants in Air – their sources, toxic effects, sampling and analysis, Stationary and Mobile Sources and their Control, Photochemical and Sulphurous Smog, Acid Rain Indoor Air Quality Greenhouse Effect and Global Warming

Ozone Layer - Its Depletion and Control Measures

Water pollution:

Water Resources of the Earth and Indian Scenario

Point and non-Point sources of Pollution

Various Pollutants and their Toxic Effects

Water Quality- DO and its significance, BOD and COD and their measurement

Water Quality in Rivers and Lakes- DO sag, Eutrophication, Thermal Stratification, Mixing in Lakes and its Consequences, Designated Best Use (CPCB Criteria)

Portability of Water- Municipal Water Supply

Wastewater – Characteristics, Primary and Secondary Treatment

Rainwater Harvesting

A brief introduction to noise pollution, soil pollution, thermal pollution, nuclear hazards and solid waste management.

Natural Resources

Renewable and non-Renewable Resources, Forest Resources, Deforestation- causes and effects, Water resources , Dams and Reservoirs- Their Benefits and Problems , Mineral resources, Energy resources, Land resources, Food resources ,Role of an individual in conservation of natural resources

Bio-diversity

Bio-Diversity- Introduction, Biogeographical classification of India, Value of biodiversity, Hot-spots of Biodiversity, Threats and Conservation

Disaster management

Floods, Volcanoes, Earthquakes, cyclones, landslides, Tsunami ,Disaster Management

Environmental laws and acts

Development with protection of environment- social issues. Legal frame work for environmental protection in India.

Brief introduction to Acts for environmental protection.

Social issues and environment

Sustainable development, population growth, watershed management, wasteland reclamation, environment and human health, environmental ethics

Semester III

1. Social System and Structure COMM: 200

- 02 credit[2+0]

Course Outcomes: Upon completion of the course:

- The students will have a comprehensive understanding of Indian society & social structure.

This course will examine the social system and structure with reference to India so as to create understanding about the sociological aspects . A selection of sociological theories especially in reference to communication and social behaviour such as positivism, functionalism, critical theory, interpretive sociology, symbolic interactionism, structural functionalism etc will also be talked about.

2. Reporting and writing for print media COMM: 201

– 4 credit[3+3]

Course Outcomes: Upon completion of the course:

- The students will acquire skills for reporting & writing for print media.

News: definitions, elements and related concepts; Sources of news; news gathering techniques; Oral press briefing, special press briefing; Press conference, meet the press; Types of interviews, purpose, technique; Press release, press note, reporting metro/city/local etc.

News writing styles, types of news; Soft news, hard news; Investigative, interpretative and Depth reporting, Reporting for the magazines; Use of computers by reporters; Online reporting, Blog and Web writing, Citizen Journalism, Photo Journalism.

Headline, technique, style, purposes and kinds of headlines; Intros and their importance, functions and types, lead body, paragraphing; Situation analysis; Special sections; Special columns; Special supplements; Special pullouts.

Scoops, exclusive and specialized reporting-crime, social issues, art, science, sports, economic, business development; weather, city life, speech, accidents, Parliament, legislature, legal, elections, riots, war, social conflicts, tensions, Civil and human rights, Political and diplomatic reporting

3. Communication for Development and Social Change COMM: 202

– 3 credit [3+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding of the use of communication for development & social change.

- The students will acquire necessary skills for planning a development communication programme & campaign.

Development- Concept & Process, Development & Communication-Concepts & Theory
Development Communication

- (a) Concept, significance of development communication
- (b) Different approaches to development communication
Media & Development
- (a) Mass Media as tool for development
- (b) Problems with use of media for development
- (c) Creativity in media presentation of development issues
- (d) Role & performance record of each medium-Print, Radio & TV in Indian context
Communication & Development:

The Indian Experience Selected Development Issues: Rural Development, Agricultural Extension

Health & Family Welfare, Literacy & Education, Safe drinking water, Slum Development etc.
Issues and concerns, future of development communication

4. Public Relations COMM: 203 – 4 credit[4+0]

Course Outcomes: Upon completion of the course:

- The students will learn tools and techniques of PR.

Definitions and concepts of Public Relations
PR as a Tool of Communication
PR as different from publicity and propaganda
Strengths of a PR Professional
PR Laws and Ethics
The PR Process
Role of Research in PR
Media Relations-Public Relations and Media
PR and Crisis Communication
PR Agencies
Relationship between PR and Advertising
Comparative advantages and disadvantages of various mass media used for PR
Public Relations Writing (Various kinds of PR Writing)
Tools of PR

5. Lights, Camera, Sound COMM: 204 – 3 credit[2+3]

Course Outcomes: Upon completion of the course:

- The students will learn tools and techniques of using Lights, Camera & Sound for television production.

Lights:

- (a) Lights and lighting
- (b) Basics of lighting, Techniques
- (c) Different types of lights used in videography
- (d) Use of filters & reflectors

Camera:

- (a) Video camera, Types of video camera
- (b) Different types of shots, camera movements, Tilt, Track, Crane movements etc
- (c) Lenses: Different types of lenses and their application

Sound:

- (a) What is sound? Its characteristics
- (b) Types of microphones, use of audio mixers for recording & editing of sound.

6. Digital Media and Information age COMM: 205 – 3 credit[3+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding of Digital media & its implications for an information society.

New Media and Society: new perspective

Diffusion of New Media

Online Journalism

Access and reach of digital media

Principles of web design

Virtual Communities,

New media and social roles

New media and entertainment

Online advertising and e- commerce

Current Issues, debates, concerns related to digital media.

Semester IV

1. Reporting and Writing for Electronic Media COMM: 250 – 4 credit[2+6]

Course Outcomes: Upon completion of the course:

- The students will learn tools and techniques for reporting & writing for electronic media.
- Students shall also acquire skills for writing for web media.

Television news: news package, visual on anchor, anchor read, anchor graphics, anchor bite etc., Types of news bulletin and their structure, Structure of a television news channel and a news room, Role and responsibilities of news team members, Importance of piece to camera (PTC), phono and vox pop in television news.

Radio News: Writing, editing. Radio News Room.

Writing for Web: Introduction to major news portals, Techniques of web journalism, Editing, layout and use of pictures in web, Structure of a web news portal office, Responsibilities of team members.

2. Advertising COMM: 251 – 4 credit[4+0]

Course Outcomes: Upon completion of the course:

- The students will learn tools and techniques of Advertising.

Introduction to Advertising: Definition, Origin & development

Purpose of advertising

Types of advertising

Ad copy

Advertising as a Marketing Tool

Advertising Theories: Unique Selling Proposition, Brand Image, Role & effects.

Ad campaign planning.

Ad agencies.

Bodies like ASCI, AAI.

3. International Communication COMM: 252 – 2 credit[2+0]

Course Outcomes: Upon completion of the course:

- The students will acquire an understanding of international communication and dynamics involved therein.

This course examines geopolitical, economic and cultural factors determining international flow, character, and volume of news, infotainment and entertainment content and their impact on nations and societies. Reading and discussion topics will include cultural imperialism, trans-boarder data flow, representations, political economy and globalization trends.

4. Media and Film Appreciation COMM: 253 – 2 credit[1+3]

Course Outcomes: Upon completion of the course:

- The students will learn techniques of media & film appreciation.

This course will discuss the aspects of cinematic narration and mise-en-scene with representative examples from classic and contemporary films. The classical or 'analytic-dramatic' style will be contrasted with modernist strategies of storytelling developed in contemporary cinema.

5. Television Production COMM: 254

– 4 credit[2+6]

Course Outcomes: Upon completion of the course:

- The students will learn tools and techniques of production for television media.

It is about learning different aspects of television production.

Selection of the programme topic, Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Video Recording and Editing

Preview and Analysis of programme.

6. Radio Production COMM: 255

– 4 credit[2+6]

Course Outcomes: Upon completion of the course:

- The students will learn tools and techniques of production for radio.

Nature and characteristics of Radio broadcasting. Structure and Operation of Broadcast Studio.

Nature of sound – Characteristics of sound wave and its propagation, echo ,reverb, Pitch shift equalization etc.

Noises in sound- Hissing, Humming etc,

Microphones –

Different types –Dynamic, Ribbon, Condenser

Different types according to pickup pattern –Unidirectional, bidirectional, Omni directional, cardioids etc.

Special types- wireless, lapel, reflected type, shotgun etc.

Sound recording –

Audio Console, Different cables and Connectors, different types of recorders,

Editing-

Single track editing, multi track editing

Exposure of sound editing software's; sound forge/soundtrack pro etc

Process of Radio programme production -

pre production , Production and post production

Production of Radio News, Talks, Features, Interviews, Discussions, Play, Music and Special Audience programmes

Comparing and announcing for radio Program-

Mike consciousness effective use of voice –flow, pronunciation, modulation, rhythm, tempo.

Semester V

1. Communication Research COMM: 300 – 3 credit [3+0]

Course Outcomes: Upon completion of the course:

- The students will learn methods of a communication research.

This is basic introductory course to the processes of communication research; it will examine concepts as well as the logic and procedures of scientific inquiry and the use of library research; students also learn about tools of research commonly used in the communication field—quantitative and qualitative research methods, including participant observation, historical, survey, content analysis and experimental research.

Dissertation work to start now. To be finished in VIth Sem.

2. Contemporary Issues and Mass Media COMM: 301 – 3 credit [3+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding of topical debates surrounding media in India.

This course serves as a capstone for the entire curriculum on communication and media. Through selected readings and discussions, students will examine the present and potential effects of increasingly sophisticated modes of mass communication on people, institutions and societies; the course will specifically examine in the Indian context media role in democratic functions and processes, its role in business and economics and conflicts between the media and social institutions.

3. Media organization: Structure and Functions COMM: 302 – 3 credit [3+0]

Course Outcomes: Upon completion of the course:

- The students will have media organizations.
- Students will also learn functions of different media organizations.

Media organization: Nature, Forms, Structure and Functions

Ownership pattern.

Acts and regulations related to media industry.

Distribution and marketing management.

Human Resource Planning & Process – Recruitment, Selection, Orientation, Training and Career Development. Foundations of Behavior – Attitudes, Personality, and learning;

Establishing a media organization – Steps involved, Process, importance of entrepreneurship and sources of finance.

4. Theories and Models of Mass Communication COMM: 303 – 2 credit [2+0]

Course Outcomes: Upon completion of the course:

- The students will have understanding of different theories & models of communication.

This course will examine major areas of research and theoretical developments related to organization, functions and effects of mass communication.

5. Print Design and Production COMM: 304 – 3 credit[2+3]

Course Outcomes: Upon completion of the course:

- The students will learn tools & techniques of print design.
- Students will also learn production of printing material.

History of Design, What a layout is and how to create an effective one. Lettering/fonts and their implications. The basics of design including the elements and principles. Color theory and its implications in Design. To use art criticism effectively. Design as a career, Improving design skills and techniques using a variety of tools.

Those opting for Communication production (Print) will start their works now (to be finished in VIth sem).

6. Audio - visual production (Workshop) COMM: 305 – 4 credit[2+6]

Course Outcomes: Upon completion of the course:

- The students will have hands-on experience of different aspects of audio-visual production.

Focuses on a production of TV programme from conceptualisation through post-production editing.

Familiarizes with: Story treatment, Scripts, Storyboards, Budgets, Floor plan, sets, make-up, costume, jewelry, lights, audio, graphic rehearsals, Shooting schedules, Post-Production editing

Those opting for Communication production (TV/Radio) will start their works now (to be finished in VIth sem).

Semester VI

1. Internship (Non-credit)

(To be done during semester break- Minimum two weeks)

Course outcome: It will be an industry contact for a feel/exposure of actual industry working environment. Students will have experience of actual industry workings.
Students will have to submit a certificate from the organization/institution concerned.

2. Communication Production – 07 credit (Print/TV/Radio) COMM: 350

Course Outcomes: Upon completion of the course:

- The students will have a professional communication production for showing it to their prospective employers.

3. Dissertation COMM: 351 – 07 credit

Course Outcomes: Upon completion of the course:

- The students will acquire knowledge and skills about media research & process.

M.A. curriculum (04 semesters)

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 IVth Semester (Xth 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

- i) Definition, Concept and Process of Communication
- ii) Communication as Action
- iii) Communication: Symbols and Meaning
- iv) Communication: Everyday Experiences and Relationships Context

Unit – II: An Overview of Mass Communication

- i) A brief History of Mass Communication
- ii) The Rise of Mass Media

- iii) Global Mass Communication
- iv) Mass Communication in India

Unit – III: Scope of Communication

- i) Modes and Types of Communication
- ii) Stages of Communication
- iii) Barriers to Communication
- iv) Functions of Mass Media
- v) Mass Media, Folk and Traditional Media, New Media
- vi) Mass Communication and Information and Communication Technology

Unit – IV: Understanding Basic Theories and Models of Communication

- i) Defining Theory and Relationship with the Context
- ii) Evolution of Mass Media Theory
- iii) Basic Theories of Communication: Hypodermic, Individual Differences, Cognitive Dissonance, Personal Influence Theory etc.
- iv) Sociological Theories of Communication: Cultivation, Social Learning, Agenda Setting, Play, Uses and Gratification, Dependency Theory etc.
- v) Normative Theories: Authoritarian, Libertarian, Social Responsibility, Soviet Media, Development Communication, Democratisation Theory etc.
- vi) 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) They 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,” 3rd 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 Media, 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)
Final Semester Examination - 50 Marks (Activity/assignment based)

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 Suzanne S. Brown
- 7) Reporting and Writing: Basics for the 21st Century- 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/
- 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
- 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 21st 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

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

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

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

Communication Convergence Bill, 2001 retrieved from
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

- Tenses
- Prepositions
- Articles

Unit – II: Drafting

- Letters
- Applications
- Notices/ Announcements

Unit – III: Book Review **

- Everybody loves a good drought
- Walking with the comrades
- 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