



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

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

***(Course Curriculum Design as per NEP 2020)***

**Implemented from Academic Session 2025-26**



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**Doon University, Dehradun**  
*Two-Year Master of Arts (M.A.) Programme in Media and Communication Studies*  
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Abbreviations

DSC: Discipline Specific Core  
DSE: Discipline Specific Elective  
AEC: Ability Enhancement Course  
SEC: Skill Enhancement Course  
VAC: Value Addition Course  
GE: Generic Elective  
L: Lecture (One Hour)  
P: Practical (Two Hours)  
T: Tutorial (One Hour)

Semester	DSC	GE/DSE	SEC/Project/ Dissertation	Total Credits
<b>I</b>	MSC501: Principles of Communication- 4 Credits (L-3, T-1, P-0)  MSC502: Journalism: Skills and Concepts- 4 Credits (L-3, T-1, P-0)  MSC503: Visual Communication- 4 Credits (L-2, T-0, P-2)	MSE501: Photography- 4 Credits (L-2, T-0, P-2)  MSE502: Cinema and Society- 4 Credits (L-3, T-1, P-0)  MSE503: Introduction to Strategic Communication- 4 Credits (L-3, T-1, P-0)  <i>Note: Students will opt for any <u>Two</u> DSE from among the above. However, the course(s) shall be offered as per teachers' availability.</i>	MSP501: Project- 2 Credits (L-1, T-1, P-0)  Students shall opt to do a Project over any <u>One</u> of the courses/subjects offered during the current semester so as to have an experiential learning in relation to that course/subject.	22

<b>II</b>	<p>MSC551: Communication Research- 4 Credits (L-3, T-1, P-0)</p> <p>MSC552: Radio Production- 4 Credits (L-2, T-0, P-2)</p> <p>MSC553: Media Policies, Laws, Regulations and Ethics- 4 Credits (L-3, T-1, P-0)</p>	<p>MSE551: Mass Media and Society- 4 Credits (L-3, T-1, P-0)</p> <p>MSE552: Science Communication- 4 Credits (L-3, T-1, P-0)</p> <p>MSE553: Computer Applications for Media- 4 Credits (L-2, T-0, P-2)</p> <p>MSE554: Print Design and Production- 4 Credits (L-2, T-0, P-2)</p> <p><i>Note: Students will opt for any <u>Two</u> DSE from among the above. However, the course(s) shall be offered as per teachers' availability.</i></p>	<p>MSP551: Project- 2 Credits (L-1, T-1, P-0)</p> <p>Students shall opt to do a Project over any <u><i>One</i></u> of the courses/subjects offered during the current semester so as to have an experiential learning in relation to that course/subject.</p>	22
<b>Exit option after One Year (Two Semesters with 44 Credits) with a PG Diploma in Media &amp; Communication Studies.</b>				
<b>III</b>	<p>MSC601: Public Relations and Advertising: Theory and Practice- 4 Credits (L-3, T-1, P-0)</p> <p>MSC602: Audio-Visual Production- 4 Credits (L-2, T-0, P-2)</p>	<p>MSE601: Communication and Development: Theory and Practice- 4 Credits (L-3, T-1, P-0)</p> <p>MSE602: Media studies; Key Debates- 4 Credits (L-3, T-1, P-0)</p> <p>MSE603: Reporting and Writing for Print Media- 4 Credits (L-2, T-0, P-2)</p> <p>MSE604: Reporting and Writing for Television and Digital Media- 4 Credits (L-2, T-0, P-2)</p> <p>MSE605: Theoretical Perspectives in Media Studies- 4 Credits (L-3, T-1, P-0)</p> <p><i>Note: Students will opt for any <u>Three</u> DSE from among the above. However, the course(s) shall be offered as per teachers' availability.</i></p>	<p>MSP601: Project- 2 Credits (L-1, T-1, P-0)</p> <p>Students shall opt to do a Project over any <u><i>One</i></u> of the courses/subjects offered during the current semester so as to have an experiential learning in relation to that course/subject.</p>	22

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

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

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

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

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

### **Semester I**

#### **1. MSC501: Principles of Communication- 4 Credits (L-3, T-1, P-0)**

**Course Outcome:** This course will deal with 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. 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, directly affecting 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: Scope of Communication

- i) Modes and Types of Communication
- ii) Stages of Communication

- iii) Barriers to Communication
- iv) Mass Media, Folk and Traditional Media, New Media
- v) Functions of Mass Media

#### Unit – III: 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
- v) Mass Communication and Information and Communication Technology

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

- i) Defining Theory and Relationship with the Context
- ii) Basic Theories of Communication: Hypodermic, Individual Differences, Cognitive Dissonance, Personal Influence Theory etc.
- iii) Sociological Theories of Communication: Cultivation, Social Learning, Agenda Setting, Play, Uses and Gratification, Dependency Theory etc.
- iv) Normative Theories: Authoritarian, Libertarian, Social Responsibility, Soviet Media, Development Communication, Democratic Participant Theory etc.
- v) Basic Models of Communication: Lasswell, Shannon and Weaver, Osgood and Schramm Models, Gerbner Model, Westley and Maclean Model, Dance model etc.

#### 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.

#### Suggested 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)
- 6) Mass Communication Theory: Foundations, Ferment, and Future by Stanley J Baran and Dennis K Davis

### **2. MSC502: Journalism: Skills and Concepts- 4 Credits (L-3, T-1, P-0)**

Course Outcome: This course will train students in a whole range of skills, all of which are required for a successful career as a Journalist. Upon completion of this course, the students are expected to learn the following:

- Understand the basics of Journalism focusing on its various elements and features,
- Understand as to 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.

#### 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.

#### Method of Evaluation:

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

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: Sculan; 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. MSC503: Visual Communication- 4 Credits (L-2, T-0, P-2)**

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. Upon completion of the course, students are expected to learn nuances of visual communication and execute and all its related aspects.

#### Unit I: Understanding Visual Communication

1. What is Visual Communication?
2. From cave paintings to present-day elaborate images
3. Visual Literacy, Visual Grammar, Visual Texts

#### Unit II: Visual Communication-Foundational Concepts

1. Ganzfeld Experiment and Visual Field
2. Figure-Ground relationships
3. Design Elements and Principles
4. Theorisations on Visual Communication

### Unit III: Reading Images

1. Visual Perception
2. Visual Cues
3. Visual Persuasion
4. Visual Analysis

### Unit IV: Visual Communication in practice

Developing visual communication solutions - Need, Research, Generation, development and refinement, Production and evaluation

#### Suggested Readings:

- Viscomm-A Guide to VCE Visual Communication Design *by Jacinta Patterson Joanne Saville*
- Visual Communication Images with Messages *by Paul Martin Lester*
- Perception and Imaging *by Richard Zakia*
- Visual Communication *by Pratish K Mathur*

#### Method of Evaluation:

Mid Semester Examination - 30 Marks (Written)

Final Semester Examination - 50 Marks (Activity/assignment based)

Continuous evaluation – 20 Marks

### **4. MSE501: Photography- 4 Credits (L-2, T-0, P-2)**

Course Outcome: Student will acquire knowledge and skills of:

- History and evolution of photography
- Camera and camera accessories, types of cameras
- Visual composition principles and rules
- Various beats of photography

#### Unit I: Introduction to Photography

1. Evolution of Photography – Historical Overview
2. Camera Obscura to Digital Camera
3. How Photography works
4. Image Formation: Chemical and Digital
5. The Megapixel Debate

#### Unit II: The Camera and Accessories

1. Lens Unit and Camera Body

2. Image Sensors and Crop Factor
3. Camera Types
4. Handling the Camera

#### Unit III: Camera Controls for Image Manipulation

1. Exposure and Light Metering
2. Exposure Triangle
3. Focal length, Aperture, and Exposure
4. Focal length, Aperture and Depth of Field
5. Shutter and Motion

#### Unit IV: Lighting for Photography

1. Principles of light
2. Lighting- Need and importance
3. Natural v/s Artificial Light
4. Colour Temperature and White Balance
5. Lighting set-ups

#### Unit V: Composition - Aesthetics and Techniques

1. Working with the subject - camera angles, framing
2. Rules of Composition
3. Photography Genres and related
4. Useful Tips

#### Suggested Readings:

- Langford's Basic Photography by *Michael Langford, Anna Fox & Richard Sawdon Smith*
- Perception and Imaging, Photography - A way of seeing by *Richard D. Zakia*
- Canon DSLR: Christopher Grey Photographic Lighting by *John Child, Mark Galer*
- The Advanced Digital Photographer's Work Book by *Wonne J Butler*
- Photographic Composition, A Visual Guide by *Richard D Zakia and David A Page*

#### Method of Evaluation:

Mid Semester Examination - 30 Marks (Written)  
Final Semester Examination - 50 Marks (Activity/assignment based)  
Continuous evaluation – 20 Marks

## **5. MSE502: Cinema and Society- 04 Credits (L-3, T-1, P-0)**

Course Outcome: This course will enable an exploration of the dynamic relationship between cinema and society, examining how films both shape and reflect cultural norms, ideologies, and social transformations. Students will engage with film theory, historical movements, and critical debates while analysing cinematic texts as cultural texts. The course will provide a global perspective on cinema while focusing on Indian cinema as a case study. Upon completion the students will have developed critical thinking and analytical skills for interpreting films within their socio-historical contexts.

### **Unit I: Introduction and Foundation**

- i) Cinema and Society - overview
  - a. Cinema as a Cultural Product
  - b. Key Concepts - Representation, Ideology, and Cultural Hegemony
- ii) Theoretical Frameworks
  - a. Marxism, Feminism, Postcolonial Theory, and Cultural Studies
  - b. Key thinkers - Louis Althusser, Stuart Hall, Laura Mulvey, and bell hooks
- iii) Social Context and Film Form
  - a. Global Cinema - Historical perspectives
  - b. National cinemas and their socio-political contexts

### **Unit II: Cinema as Social Reflection**

- i) Gender and Sexuality in Cinema
  - a. Stereotypes, Male Gaze, Heteronormativity
  - b. Feminist and Queer Cinema
- ii) Class and Labour in Cinema
  - a. Working-class portrayal and capitalist critique
  - b. Italian Neorealism, Parallel Cinema
- iii) Race, Ethnicity, and Postcolonial Cinema
  - a. Colonial legacies and decolonisation
  - b. African and Indian postcolonial films
- iv) Identity in Cinema
  - a. Cinematic negotiations of Identity
  - b. Contested portrayals – caste, disability, and vulnerable sections

### **Unit III: World Cinema and Cross-Cultural Influences**

- i) Cinema and Globalisation
  - a. Globalisation – Impact on film production and consumption
  - b. Indian cinema across borders
- ii) Hollywood and its Global Dominance
  - c. Hollywood's portrayal of race, gender, and global politics
  - d. The cultural imperialism debate
- iii) Transnational Cinema

- a. Diasporic Narratives in global cinema
- b. Cultural narratives in transnational films

#### Unit IV: Cinema, Politics, and Social Action

- i) Cinema and Nationalism
  - e. Construction and critique of national identity
  - f. Indian cinema and Nation-building
- ii) Political Cinema and Activism
  - g. Films as tools for resistance and revolution
  - h. Third Cinema and Indian political films
- iii) Censorship and Freedom of Expression
  - i. Film censorship as a political tool
  - j. Audience-driven censorship

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.

#### Suggested Readings:

- Encyclopedia of Indian Cinema by *Ashish Rajadhyaksha and Paul Willemen*
- Indian Popular Cinema by *K. Moti Gokulsing and Wimal Dissanayake*
- A Many-Splendoured cinema by *B.K Karanjia*
- Bollyworld: Popular Indian Cinema Through a Transnational Lens by *Raminder Kaur and Ajay J Sinha*
- Traditions in World Cinema by *Linda Badley, R. Barton Palmer*
- Bollywood: A Guidebook to Popular Hindi Cinema by *Tejaswi Ganti*
- What Is Cinema by *André Bazin*
- National Identity in Indian Popular Cinema, 1947–1987 by *Sumita S Chakravarty*

#### Method of Evaluation:

- Mid Semester Examination – 30 Marks (Written)
- Final Semester Examination – 50 Marks (Written)
- Continuous evaluation – 20 Marks

### 6. MSE503: Introduction to Strategic Communication- (L-3, T-1, P-0)

Course Outcome: The basic objective of this course is to give a brief introduction of Public Relations (PR), Advertising and Development Communication (Dev Com) so as to enable the students to identify their inclination and subsequently help them choose their specialization. On completion of this course, the students are expected to understand different forms of strategic communication, viz., PR, Advertising and Dev Com.

#### 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) Publics in Public Relations – Public Opinion and Opinion leaders
- iii) Scope of Public Relations, Historical Development of PR
- iv) PR- Process - RPCE model
- v) PR Tools-Internal, External and Media. Press Conference/Meets, Press Releases/Communiqué /Briefs/ Rejoinders/White Papers, Blogs, newsletters etc.PR writing- Position papers, White papers etc.
- vi) PR Agency - Type and Functions
- vii) Govt. Organs of PR and Publicity - Central Bureau of Communication (CBC) etc.
- viii) Ethical and Social issues related to PR; PRSI & PRCI

#### Unit – III: Introduction to Advertising

- i) Advertising- definition, Concept and Functions
- ii) Historical development of Advertising.
- iii) Similarities and differences between PR and Advertising.
- iv) Basic theories in Advertising- DAGMAR, AIDA etc.
- v) Types of advertisements; Various appeals
- vi) A brief discussion on Ad agency; types of Ad agencies; various roles- Client servicing, Media planning, Creative Boutiques etc.
- vii) Ethical and Social Issues related to Advertising. A discussion on AAA, ASCI etc.

#### Unit – IV: Introduction to Development Communication

- i) Development Communication-Definition and Concept.
- ii) Historical background of Development- Pre- and Post-World war.
- iii) Introduction to Dev Com paradigms: Modernization, Dependency and Alternative Development
- iv) Development Communication in India – Experiences and Experiments

#### Suggested Reading:

- 1) Communication for development (Vol. I & II) by Kiran Prasad (B.R. Publishing Corporation).
- 2) Advertising Management by Manendra Mohan
- 3) Creative Advertising: Ideas and Techniques from the World's Best Campaigns by Mario Pricken.
- 4) Effective Public Relations and Media Strategy- C V Narasimha Reddi
- 5) Public Relations Management- J. Jethwaney
- 6) PR! A social history of Spin- Stuart Ewen
- 7) Mass Communication in India, Keval J. Kumar, Jaico Publication
- 8) Handbook of Journalism and Mass Communication- Veer Bala Agarwal

#### 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.

### **7. MSP501: Project- 2 Credits (L-1, T-1, P-0)**

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

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do the evaluation. There will not be a Mid-Semester exam for this course. Evaluation shall be done at the end of the semester, carrying 100 marks.

## **Semester II**

### **1. MSC551: Communication Research- 4 Credits (L-3, T-1, P-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. On completion of the course, the 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).
- v) 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 will 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
- iv) A brief introduction of how to write a research proposal and reports, Essential elements of writing, Citation techniques (APA)

#### 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.

### Suggested 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.

## 2. MSC552: Radio Production- 4 Credits (L-2, T-0, P-2)

Course Outcome: It will be about tools and techniques of planning and producing programmes for Radio. On completion of the course, the students will be trained enough to independently plan and produce Radio Programmes of different genres and for different target audience.

### Unit – I: Understanding the Sound

- i) Nature and Characteristics of Sound Waves
- ii) Elements of Sound
- iii) Hearing Characteristics
- iv) Acoustics and Psychoacoustics

### Unit – II: Radio Production: An Overview

- i) Radio as a medium
- ii) Radio through the ages
- iii) Radio Broadcasting process
- iv) Process of Radio Production- Pre-production, Production and Post-Production

### Unit – III: Audio Equipment

- i) Types of Microphones
- ii) Audio Mixer: Elements and Uses
- iii) Audio Monitoring System
- iv) Audio Recording
- v) Audio Editing

#### Unit – IV: Writing for Radio and Presentation

- i) Radio Script: News Bulletin, Talk, Feature, Drama/Skit, Ad/Jingle etc
- ii) Presentation Aesthetics: Voice Quality, Mic consciousness, Pronunciation & delivery of words as per script requirement & characters shown in script, Voice personality etc.

#### Unit – V: Radio Programme Formats

- i) Introducing different formats
- ii) Interview, Vox Pops, Commentary
- iii) Radio Talk, Feature, Discussion, Phone-in progs etc.
- iv) Music Programmes, Radio Magazines
- v) Radio Drama

#### Suggested Readings:

- 1) Sound, Sight Sound Motion - Herbert Zettl
- 2) Audio Production Worktext - Reese, Gross&Gross
- 3) Radio Production - McLeish

#### Evaluation:

- Mid Semester Examination - 30 Marks (Written)
- Final Semester Examination - 50 Marks (Activity/assignment based)
- Continuous evaluation – 20 Marks

### **3. MSC553: Media Policies, Laws, Regulations and Ethics- 4 Credits (L-3, T-1, P-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. On completion of this course, the students will have detailed understanding of policies, laws and regulations which govern media and related practices including ethical aspects involved therein.

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

- i) Media Law: Constitution of India: fundamental rights-freedom of speech and expression and their limits- Art 19 1 (a) and 19(2), 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-

Official Secrets Act.1923, Contempt of court Act 1971, Civil and criminal law of Defamation, Laws of obscenity, Intellectual property right Legislations including Copyright Act. Trade Marks Act and Patent Act, Right to information- Press and Registration of Books Act.1867, Press and Registration of Periodicals Act 2023, Working Journalists and other Newspaper Employees (conditions of service and Miscellaneous Provisions) Act.1955, Cinematograph Act.1953: Prasar Bharati Act.

- ii) Cyber laws and Cable Television Act
- iii) Relevant provisions of Indian Penal Code/Bharatiya Nyay Samhita (BNS).
- iv) Media and Public Interest Litigation
- v) Information Technology Act, 2000 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 issued by the Govt. of India thereunder.

#### 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.

#### 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.

#### Suggested Readings:

- 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

#### **4. MSE551: Mass Media and Society- 4 Credits (L-3, T-1, P-0)**

**Course Outcome:** 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, and 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. On completion, the students are expected to learn as follows:

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: Society, Social Processes and Media**

- i) Understanding Society and Social Processes
- ii) Sociology of Media
- iii) Impact of Media on culture, politics and society
- iv) Debating Media and ‘Public Interest’
- v) Communication as culture- From Transmission Model to Ritual Model

##### **Unit – II: Media and Social World**

- i) Mass Media and Social Relations
- ii) Mass Media and Socialisation
- iii) Gender and Media Content
- iv) Mass Media and Public Opinion

##### **Unit – III Understanding Media as Industry**

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

##### **Unit – IV Mass Media and Globalisation**

- i) Understanding Globalisation
- ii) Global Media Industry, Media Content and Media Consumption
- iii) Global Mass Media: Debate on ‘Cultural Imperialism’
- iv) Debate on ‘Global Village’

#### 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.

#### Suggested 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
- 8) Communication as Culture: Essays on Media and Society – by James W. Carey

### **5. MSE552: Science Communication- 4 Credits (L-2, T-1, P-1)**

Course Outcome: By the end of the course, students will be able to: Examine the dynamic relationship between science and society, Analyze and evaluate real-world cases/campaigns/events in health, environment, and agricultural communication, Cultivate a scientific temperament to combat misconceptions and promote rational thinking.

#### Unit I: Introduction to Science Communication

- Definition, scope, and importance of science communication.
- Bridging the gap between science and society.
- Key challenges in explaining complex scientific concepts to non-specialist audiences.

Activities: Group discussion focusing on how science communication can address societal challenges.

#### Unit II: Public Understanding of Science

- The role of science in tackling global challenges such as health crises, climate change, and technological advancements.
- Intersections of science, policy, culture, and ethics.
- The significance of scientific temperament in eradicating misconceptions and overcoming barriers to scientific understanding.

Activities: Group projects to analyze science communication campaigns or surveys.

### Unit III: Communicating Science via Science Fiction

- Storytelling and its role in simplifying and humanizing scientific concepts.
- Exploring popular media formats such as films, novels, and documentaries.
- The impact of science fiction on public perceptions of science and technology.

Activities: Writing a short fictional story that incorporates scientific concepts.

### Unit IV: Science Journalism

- Science news reporting and writing.
- Reports, news articles, feature stories, and blogs.
- Crafting engaging narratives for different platforms.

Activities: Write a science news story based on a current research paper

OR creating a blog post or report for a general audience, emphasizing accessibility and clarity.

### Unit V: Environmental Communication

- The importance of communication in raising awareness about environmental issues.
- Strategies and challenges in climate change communication.
- Case studies of successful conservation campaigns and their impact on community engagement.

Activities: Designing a campaign on an environmental issue

### Unit VI: Scientists, Science Museums, and Science Centers in India

- Contributions of Indian scientists and research institutions to science and technology.
- Government initiatives promoting science, including NCSTC and NIScPR.
- The role of science museums and centres in public engagement, featuring case studies of successful examples in India and abroad.

Activities: Presentations on the contributions of prominent Indian scientists and Trip to a Science Museum(s).

### Method of Evaluation:

- Written Exam (Mid Term and End Term — 30 and 50 marks respectively) and Continuous Assessment (20 marks)
- Continuous assessment will incorporate the class activities outlined for each unit.

### Suggested readings:

- 1) "Communicating Science: A Global Perspective" by Toss Gascoigne et al.
- 2) "Escape from the Ivory Tower: A Guide to Making Your Science Matter" by Nancy Baron.
- 3) "Don't Be Such a Scientist: Talking Substance in an Age of Style" by Randy Olson.

- 4) "The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age" by the SciLance Writing Group.
- 5) "The Public Understanding of Science" by Martin Bauer.
- 6) "The Immortal Life of Henrietta Lacks" by Rebecca Skloot.
- 7) Successful Science Communication: Bennett (Cambridge)
- 8) Science Communication: NP. Choubey
- 9) Science Reporter
- 10) Vigyan Pragati, Kurukshetra, Yojana

## **6. MSE553: Computer Applications for Media- 4 Credits (L-2, T-0, P-2)**

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.

### **Unit-I: Introduction to Computers**

Definition, characteristics & uses, Evolution of computers, System unit (memory, ALU & control unit), Input /Output devices, Storage devices Memory- primary & secondary. Introduction to Software, its type (system, application & utility). Introduction to Data Processing.

### **Unit-II: Operating Systems**

Introduction to Windows, features of Windows, the document window, the dialog window, the icons. Windows explorer; Control panel, Setting wallpaper, screen saver, background. Creating a folder, Compressing/Zippping files (WinZip), Virus & Antivirus. Word processors: Introduction to word processing, Features of Word processors, working with formatted documents, Shortcut keys. Introduction and working with iMac and its shortcut keys

### **Unit- III: Internet Communication:**

Protocols, Types of Internet Connections, ISPs, Domain Name System, Intranets, Email Concepts (receiving, sending, addressing, downloading, formatting, sending attachment), Configuring e-mail software.

Introduction to Computer Security, Introduction to Basics of Internet, Security Threat and Security Attack, Malicious Software, Hacking. Users Identifications and Authentication.

### **Unit-IV: New Technologies and social media:**

Role of Smart phones in growth of Social Media, The Internet, OTT, Citizen Journalism, social sites, blogs, Effect of social media on masses, Problems related to New Media: Plagiarism and Cyber bullying.

### **Unit-V: MS Office:**

Word: Typing and Formatting of text, Inserting and formatting table, picture, shapes etc., page layout, hyperlink, word Art etc.

Spreadsheets (Excel): Functions and its parts. Introduction to charts: types of charts, creation of chart from adjacent data/nonadjacent data, printing a chart, printing worksheet etc.

Presentation Software (PPT): Uses, Presentation tips, components of slide templates and wizards, using template, choosing an auto layout, using outlines, adding subheadings, editing text, formatting text, using master slide; adding slides, changing colour scheme, changing background and shading.

Publisher: by use of different templates creating Visiting cards, calendars, pamphlets, Brochures, Websites etc.

Unit-VI: Exposure to softwares being used in Media:

Demonstration of Photoshop, CorelDraw /In design, QuarkXPress, Adobe Premier Pro and Audacity etc.

Suggested Reading:

1. Slater, Don (2013). New media development & globalization.
2. Chauhan, Swati (2010), Handbook of Online Journalism. Kanishka Publication.
3. Everett, Anna, New Media: Theories and Practices of Digitextuality.
4. Srivastava, Sandeep Kumar, Different dimensions of new media.
5. Mathur. , Social Media and Networking: Concepts, trends and Dimensions.
6. Kasturi, Suman K. , Satellite Television and The Internet.
7. Bhowmik., Cinema and Censorship : The Politics of Control in India.
8. Peter Norton. (2001), "Introduction to Computers", TMH.
9. Mahapatra and Sinha. Essentials of Information Technology. Dhanpat Rai Publishing.

Mode of evaluation:

Mid Semester Examination - 30 Marks (Written)

Final Semester Examination - 50 Marks (Activity/assignment based)

Continuous evaluation – 20 Marks

## **7. MSE554: Print Design and Production- 4 Credits (L-2, T-0, P-2)**

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 dignify, 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
- iv) 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:

Mid Semester Examination - 30 Marks (Written)

Final Semester Examination - 50 Marks (Activity/assignment based)

Continuous evaluation – 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

#### 8. MSP551: Project- 2 Credits (L-1, T-1, P-0)

Students shall do the Project over any One of the courses/subjects offered during the current semester; and, under the supervision of the faculty member who will be teaching the course opted by the student for the project. This will aim at bringing together the knowledge and/or skills acquired by students in the form of a

Project Report over a chosen topic or a Production over a chosen topic (a production may be for audio-visual media or audio media or print media or multi media). A project may comprise class seminars over selected topic(s) and a study of literature thereof/field work/research-based field reporting and production, industry visits etc.; and, the presentation of findings in a manner appropriate to the topic as advised by the teacher concerned.

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do the evaluation. There will not be a Mid-Semester Exam for this course. Evaluation shall be done at the end of the semester, carrying 100 marks.

### **Semester III**

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

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

##### Unit- I: Public Relations Management

Basic Concepts and Principles of Public Relations Management (PRM)  
Planning & Implementation  
Research, Integrated Marketing Communication (IMC), Graphics  
Legal aspects of PRM; Events; PR Agency

##### 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

##### Suggested Reading:

- 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

#### 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.

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

Course Outcomes: 1. To develop professional skills based on theoretical understanding of Audio-Visual Production.  
2. To offer hands-on practical experience on state-of- the-art sound, video, and lighting Equipment.

#### Unit I: Fundamentals of Production

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

#### Unit II: Cinematography

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

#### Unit III: Scripting and Editing

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

#### Unit IV: Television Production

1. Programme Formats and genres – Interview, Discussion/Talk, News Bulletin etc, Music video, short-films, Ad, etc, Documentary, Magazine etc.
2. Studio and Field Production
3. TV Studio – Setup and Functioning
4. Single and Multi-camera Production
5. Audio-Visual Project
  - i) Music video
  - ii) 3-minute multi-cam production
  - iii) 5-minute Short-film

#### Suggested Readings:

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

#### Evaluation Method:

Mid Semester Examination - 30 Marks (Written)  
Final Semester Examination - 50 Marks (Activity/assignment based)  
Continuous evaluation – 20 Marks

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

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

#### UNIT – I: Communication and development: Understanding the contours

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

#### UNIT – II: Theories/Approaches of Dev Com

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

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

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

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

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

#### UNIT – V: Niche Areas in Development Communication

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

#### Suggested reading:

- 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).
- 5) Media and Communication for Development by Prof. Rajesh Kumar (Anamika Publications, N. Delhi)

#### 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.

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

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

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

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

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

#### Suggested Readings:

- 1) Media and Cultural Studies: Key Works. Edited by Kellner and Meenakshi Durham, Wiley–Blackwell.
- 2) International and Development Communication: A 21<sup>st</sup> Century Perspective – by Bella Mody
- 3) International Communication: A Reader – by Daya Kishan Thussu
- 4) Media Society: Industries, Images and Audiences – by David R. Croteau and William D. Hoynes
- 5) Media Communication: An Introduction to Theory and Process – by James Watson
- 6) Global Communication: Theories, Stakeholders and Trends — by McPhail, Thomas L
- 7) Global communications – by Chakravartty, Paula
- 8) Global village – by McLuhan, M.
- 9) Handbook of Global Media and Communication Policy -- by Mansell, Robin
- 10) Globalization and Communication Policy In India -- by Mahesh Chandra

#### 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.

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

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

### Unit – I: Concept of Journalism

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

### Unit – II: Reporting Techniques

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

### Unit – III: Photojournalism

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

### Unit – IV: News writing and editing

- i) Writing Letter to editors, News, Articles, Features
- ii) Re- writing, writing editorials
- iii) Editing- News, Articles, Features
- iv) Editing tools
- v) News Analysis
- vi) Headlines: style, purpose, types
- vii) News Desk, Dummy page make-up, page layout, Graphic and Design, Principles of photo editing

### Suggested Reading:

- 1) News reporting and writing: Melvin Mencher
- 2) Writing and Reporting News- Carol Rich
- 3) News reporting and Editing-K. M. Shrivastava

- 4) Essentials of Practical Journalism- Vir Bala Aggarwal
- 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 21<sup>st</sup> Century- Christopher Scanlan
- 8) Journalism in India – Rangaswami Parthasarthy, N. Ram

#### Evaluation Method-

Mid Semester Examination - 30 Marks (Written)

Final Semester Examination - 50 Marks (Activity/assignment based)

Continuous evaluation – 20 Marks

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

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

#### UNIT I: Television News- Concept and organizational structure

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

#### UNIT II: Creating a News Story- Speaking through Camera

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

#### UNIT III: Reporting for Television News

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

- Effective body language, Precautions with camera during field reporting

#### UNIT IV: Writing for Television

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

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

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

#### UNIT VI: Emergence of Social Media and Artificial Intelligence

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

#### Suggested Reading

- 1) Hudson, G., & Rowlands, S. (2011). *The Broadcast Journalism Handbook*. Focal Press. Bhatt, S. (n.d.). *Broadcast Journalism*.
- 2) Hillard, R. (2010). *Writing for TV, Radio & New Media*. Wadsworth. Cengage Learning.
- 3) Fleming, C., Hemmingway, E., Moore, G., & Welford, D. (2006). *An Introduction To Journalism*. New Delhi: Vistaar Publications.
- 4) White, T., & Barnas, F. (2012). *Broadcast News*. Focal Press.
- 5) Television Field Production and Reporting – Frederick Shook
- 6) Writing and Reporting News – Carole Rich
- 7) News reporting and writing-- Melvin Mencher
- 8) News Media Trends --Praveen Shah
- 9) Craig, D. (2011). *Excellence in Online Journalism*, Sage Publications

#### Mode of Examination and Evaluation:

Mid Semester Examination - 30 Marks (Written)  
 Final Semester Examination - 50 Marks (Activity/assignment based)  
 Continuous evaluation – 20 Marks

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

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

### Unit I: Understanding Media Studies

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

### Unit II: Media and Cultural Studies

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

### Unit III: Media and Modernity

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

### Unit IV: Select Methodologies in Media Studies

- Positivism
- Hermeneutics
- Phenomenology
- Textual analysis
- Semiotics

### Suggested Readings:

- 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
- 5: *Applied Mass Communication Theories: A Guide for Media Practitioners* by Jack Rosenberry and Lauren A. Vicker

- 6: *Contemporary Literary and Cultural Theories: From Structuralism to Ecocriticism* by Pramod K. Nayar  
7: *Introduction to Critical Theory: Horkheimer to Habermas* By David Held  
8: *A Cognitive Psychology of Mass Communication* by Richard Jackson Harris & Fred W. Sanborn

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.

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

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

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do the evaluation. There will not be a Mid-Semester Exam for this course. Evaluation shall be done at the end of the semester, carrying 100 marks.

## **Semester IV**

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

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

(10 Credits each) 2X10= 20 credits

**MSE651: Advertising**

**MSE652: Public Relations**

**MSE653: Development Communication**

**MSE654: Media Studies**

**MSE655: Print Journalism**

**MSE656: Broadcast and Digital Journalism**

**MSE657: Audio-Visual Production**

**MSE658: Radio Production**

**MSE659: Photography**

**MSE660: Science Communication**

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

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

Mode of Evaluation: Evaluation will be based on final output of **Dissertation/Academic Project** carrying 100 marks (50 marks evaluation by the Course Supervisor & 50 Marks by an External Examiner) at the end of the semester. There shall not be any Mid-Sem Exam for these courses.

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

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

Mode of evaluation: Evaluation will be based on Project Report or Production and Viva Voce. The faculty Advisor/Supervisor concerned will do the evaluation. There will not be a Mid-Semester Exam for this course. Evaluation shall be done at the end of the semester, carrying 100 marks.

