



## **Master of Arts in Media and Communication (MAMC)**

### **Syllabus for TWO Years**

**Academic Year 2020-21**

**Department of Extension & Communication**  
**SNDT Women's University**

Juhu Campus, Mumbai, India

Tel: 022-26613550/26608855

[www.sndt.ac.in](http://www.sndt.ac.in)

[www.sndt.digitaluniversity.ac](http://www.sndt.digitaluniversity.ac)

## **Contents**

<b>No</b>		<b>Page No</b>
<b>1</b>	Programme Objectives & Eligibility	3
<b>2</b>	Overall Programme Structure	4
<b>3</b>	Structure of <b>Semester-I</b>	5
	Understanding Communication	6
	Introduction to Mass Media	8
	Audio Production	10
	Journalistic Writing	12
	Visual Communication	15
<b>4</b>	Structure of <b>Semester-II</b>	17
	Research Methods & Statistics	18
	Media and Society	21
	Introduction to New Media	23
	Writing for Advertising	25
<b>5</b>	Structure of <b>Semester-III</b>	27
	Communication Research	28
	Advertising & Public Relations	30
	Seminar- Trends in Mass Communication	32
	Media Law and Ethics	33
<b>6</b>	Structure of <b>Semester-IV</b>	35
	Media Management	36
	Media Planning and Scheduling	38
	PROJECT: Dissertation/ Film	40
	Internship	41
	Elective- Media Appreciation	42

## **Master of Arts in Media and Communication (MAMC)**

**(Approved 2015- Operational 2016-17)**

**Faculty Name:            Communication and Media Studies**

**Programme Name:    M. A. in Media and Communication**

### **OBJECTIVES**

The programme will enable the students to:

- Understand the scope of media and communication in a contemporary society.
- Know the historical perspective on evolution of media to present day.
- Examine the role of media communication in day-to-day social and cultural life.
- Develop skills for the production in words and visuals.
- Produce work reflecting the expertise organized during the programme.

### **Eligibility**

Women graduates, from any discipline, with minimum of 40 percent from AICTE/UGC recognized institutions. Students awaiting their results can be admitted provisionally. The admission will be based on DCET (Department Common Entrance Test) scores.

**Total Credits:            80 (Including Internship)**

**Duration:                    2 years**

## PROGRAMME STRUCTURE

I	Courses	Th.	Pr.	Int.	Ext	Unit	TOTAL	
							Marks	Credits
125001	Understanding Communication	3	1	50	50	50	100	4
125002	Introduction to Mass Media	4	-	50	50	50	100	4
125003	Audio Production	2	2	100	-	-	100	4
125004	Journalistic Writing	-	4	100	50	50	100	4
125005	<i>Visual Communication</i>	-	4	50	50	-	100	4
						350	200	150
<b>TOTAL of Semester I</b>							<b>500</b>	<b>20</b>
II	Courses	Th.	Pr.	Int.	Ext	Unit		
225001	Research Methods and Statistics	2	2	50	50	50	100	4
225002	Media and Society	2	2	50	50	50	100	4
225003	Introduction to New Media	3	1	50	50	50	100	4
225004	<i>Writing for Advertising</i>	-	4	100	-	-	100	4
	Elective	2	2	100	-	-	100	4
						350	150	150
<b>TOTAL of Semester II</b>							<b>500</b>	<b>20</b>
III	Courses	Th.	Pr.	Int.	Ext	Unit		
325001	Communication Research	2	2	50	50	50	100	4
325002	Advertising & PR	2	2	50	50	50	100	4
325003	Seminar- Trends in Mass Communication	-	4	100	-	-	100	4
325004	<i>Media Laws and Ethics</i>	4	-	50	50	50	100	4
	Elective	4	-	100	-	-	100	4
						350	150	150
<b>TOTAL of Semester III</b>							<b>500</b>	<b>20</b>
IV	Courses	Th.	Pr.	Int.	Ext	Unit		
425001	Media Planning and Scheduling/	3	1	50	50	50	100	4
<b>425002</b>	<b>Media Management</b>							
425888	Dissertation {Thesis and viva}	-	8	100	100	100	200	8
425889	Film {Presentation and viva}	-	8	100	100	100	200	8
425999	Internship	-	8	100	100	100	200	8
						250	250	250
<b>TOTAL of Semester IV</b>							<b>500</b>	<b>20</b>

**Notes:** 1) CC Core Course

2) E1: Visual Communication, Scientific Writing (11393), Media Appreciation (225101)

3) E2: Creative Writing (325201), Gender & Development (11391)

## Master of Arts in Media and Communication

### Semester I

I	Courses	Th.	Pr.	Int.	Ext.	Dept. /Unit	TOTAL	
							Marks	Credits
125001	Understanding Communication	3	1	50	50	U	100	4
125002	Introduction to Mass Media	4	-	50	50	U	100	4
125003	Audio Production	2	2	100	-	D	100	4
125004	Journalistic Writing	-	4	50	50	U	100	4
125005	Visual Communication	-	4	50	50	D	100	4
				300	200			
<b>TOTAL of Semester I</b>							<b>500</b>	<b>20</b>

## Understanding Communication

### Objectives:

This course will enable the students to:

- understand the concepts related to communication.
- Be able to examine role of communication in self to society.
- get acquainted with the trends in communication approaches and models.

Code No	Courses	Total Credits	Th. Cr	Pr. Cr	Int. (Cr/M)	Ext (Cr/M)	Total Marks
125001	Understanding Communication	4	3	1	2/50	2/50	100

Module / Objectives	Contents	Evaluation
<b>Module 1</b> <b>Objectives:</b> Student will: - a. Know about the basic concepts in Communication b. Gain understanding about basic concepts and terminology used in c. Understand different approaches used in human communication.	<b>Concepts in Communication</b> 1. Definitions of Communication 2. Functions of Communication 3. Types & Levels of Communication 4. Elements of Communication 5. Barriers in Communication. 6. Scope of communication 7. Stakeholders in communication 8. Communication as a process and product 9. Evolution of communication 10. Role of technology in communication	Class room exercises
<b>Module 2</b> <b>Objectives:</b> - Student will: - a. Know about the evolution of models of communication. b. Gain understanding about different models for communication and mass communication.	<b>Models in Communication</b> 1. Basic Models in Communication: Lasswell's formula, Shanon & Weaver mathematical model, Osgood & Schramm's model, Berlo's SMCR model. 2. Models of Mass Communication : Defluer, Ball & Rokeach dependency model; Gerbner's general model of mass communication; Comstocks psychological model of TV effect; Schramm's model of mass communication, Westley & MacCleans model of Communication research, Katz &Lazarfeld's 2 step flow of Communication model, Spiral of	Library-based assignment or presentations about scholars and models given by them.

	Silence.	
<b>Module 3</b> <b>Objectives: -</b> Students will gain information on growth of different media and its role in society.	<b>Growth and Development of Communication sciences</b> a. Communication as transmission b. Communication as reception c. Communication as culture <b>d.</b> Relationship of communication with culture and media e. Role of Communication in any society f. Communication as a discipline	Review based assignment
<b>Module 4</b> <b>Objectives: -</b> Students will understand the role of self in communication.	<b>Understanding Self and 'other' in Communication</b> 1. Transactional analysis 2. Johari Window 3. SWOT analysis 4. Maslow's Hierarchy of needs 5. Content-context of communication 6. Appearance, audio and emotion in rapport building	Class room exercises in pairs and groups

## References:

1. Osborn, Michael and Suzanna Osborn, Public Speaking, 3rd edition, Hongaton Mifflin Co., 1994.
2. McGregor, Graham and White, R.S. The Art of Listening, (eds.) Croom Helm, Sydney, 1986.
3. Devito A. Joseph. Human Communication – The Basic Course, Harper Collins, 6th ed., 1994, New York.
4. Natalie Rogers. How to Speak without Fear, Goyel Saab, Delhi, 1982.
5. Alessandra, T & Hunsaker, P. (1993). Communication at Work. Fireside, Simon & Schuster, New York, NY.
6. Charles, K. (1998). Peak Performance the art of Communication. Black Enterprise
7. D'Aprix, R. (1996). Communicating for Change: connecting the workplace with the marketplace, Joss Publishers, CA
8. Holtz, S. (2004), Corporate Conversations: A guide to crafting effective and appropriate internal communication, Amacom, New York
9. Stanton N. (2013). Mastering Communication and culture: Readings in the codes of human interaction. New York: Holt, Rinehart & Winston

## Introduction to Mass Media

### Objectives:

This course will enable the students to:

- understand the concepts related to media and communication.
- get acquainted with the trends in media communication.
- Examine issues associated with media portrayal and representation.

Code No	Courses	Total Credits	Th. Cr	Pr. Cr	Int. (Cr/M)	Ext (Cr/M)	Total Marks
125002	Introduction to Mass Media	4	3	1	2/50	2/50	100

### Contents:

Module No/ Objectives	Contents	Evaluation
<b>Module 1</b> <b>Objectives:</b> Student will: - a. Know about the basic concepts in media communication. b. Understand different types of media used in human communication.	<b>Concept of Media</b> <ul style="list-style-type: none"> <li>▪ Medium, media and mass media</li> <li>▪ Role of technology in media communication</li> <li>▪ Characteristics, functions and role of media</li> <li>▪ Applications/role of media- education, instruction, entertainment, cultural integration, debate and discussion</li> <li>▪ Media- as an industry, as a profession, as a culture, as a watchdog, and so on.</li> </ul>	Primary data collection and classroom discussions.
<b>Module 2</b> <b>Objectives: -</b> Students will a. gain information on growth of communication in human society. b. Understand role of media in communication.	<b>Growth and Development of Mass Media</b> <ol style="list-style-type: none"> <li>a. Smoke signals to drum beats and cave painting</li> <li>b. Evolution of media- from visuals to written words to photography to films.</li> <li>c. Electronic media</li> <li>d. Internet and mobile media</li> </ol>	Review based assignment and presentation in the class
<b>Module 3</b> <b>Objectives: - Students will</b> a. Understand growth of different media and their association with other factors in the society.	<b>History of media in India</b> <ol style="list-style-type: none"> <li>1. print media</li> <li>2. Cinema</li> <li>3. Radio</li> <li>4. Television</li> <li>5. Computers</li> <li>6. Hand held devices/Mobiles</li> </ol>	Examining physical, social, cultural, economic history of media in India.



<p><b>Module 4</b> <b>Objectives: -</b></p> <p>a. Students will understand the issues of convergence, representation, propaganda and ethics in media.</p>	<p><b>General Issues in Mass Communication</b></p> <ul style="list-style-type: none"> <li>○ Convergence</li> <li>○ Representation Urban/rural, minorities, marginalized people, women, children, handicapped etc.</li> <li>○ Propaganda and Advertising</li> <li>○ Ethical Issues in Media portrayal</li> </ul>	<p>Debates and Discussions in the class</p>
---	---	---

## References:

- Berger C.R. & Chafee S.H. (eds.) 1987. Handbook of Communication Science. Beverly Hills & London. Sage Publications.
- JOSHI, P C: Culture communication and social change. New Delhi: Vikas Publications, 1989.
- Kumar, Keval J: Mass communication in India. 3rd Rev ed. Mumbai: Jaico Publishing House, 2003.
- Kupsc, Jarek: The History of cinema: for beginners. Hyderabad: Orient Longman, 2003.
- MAKING MEANING IN INDIAN CINEMA/edited by Ravi S Vasudevan. New Delhi: OUP, 2000.
- Mcquail D. 1984. Introduction to Mass Communication Theory (3rd edition) New Delhi, Beverly Hills & London; Sage Publications.
- Singhal Arvind & Rogers E M *India's Information Revolution*. New Delhi: Sage Publications. 1989.
- Singhal, Arvind & Rogers, Everett M: India's communication revolution: from bullock carts to cyber marts. New Delhi: Sage, 2001
- Vilanilam J V Mass communication in India: A sociological perspective, Sage, New Delhi. 2005.
- VIVIAN, JOHN: The Media of mass communication. 5th ed. Boston: Allyn and Bacon, c1999.

## Audio Production

### Objectives:

This course will enable the students to:

- understand the concepts related to audio communication.
- Be able to produce audio programmes on varied themes and formats.
- get acquainted with the technology for audio production.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
125003	Audio Production	4	1	3	2/50	2/50	100

### Contents:

Module No/ Objectives	Contents	Evaluation
<b>Module 1</b> Objectives – Student will a. Understand role of sound in day to day life. b. Listen, review and research audio programs and listening habits	<b>Understanding Audio/Sound/Radio</b> a. Role of sound-audio in life b. Listening to audio programs of different kinds and analyzing the same. c. Reviewing listening habits, radio channels and role of audiotapes and radio in today's media scenario. d. Radio formats and audio expectations	Primary data collection in terms of listener surveys in a group. Classroom discussion about role of radio in a day to day life.
<b>Module 2</b> Objectives – Student will a. Understand the characteristics of sound. b. be able to identify types of microphones, their use. c. Be able to use sound effectively.	<b>Fundamentals of Sound &amp; Audio</b> 1. Nature and characteristics of sound. 2. Creating audio space 3. Types of microphones 4. Mixers 5. Online/offline editing 6. Audio studio set up 7. AM, FM, Community Radio, Satellite Radio	Creating audio spaces through classroom exercises.

<p><b>Module 3</b> Objectives – Student will</p> <p>a. Be able to understand and identify different types of music.</p> <p>b. Understand role of music in audio video production.</p>	<p><b>Music</b></p> <ol style="list-style-type: none"> <li>1. Types of music – classical, Popular</li> <li>2. Types of music – Indian, Western</li> <li>3. Music in audio production – background score, title music, effects.</li> <li>4. Creating Audio-space</li> </ol>	<p>Attending Music programmes/workshops. Discussions with musicians about sound and elements of sound in music.</p>
<p><b>Module 4</b> Objectives – Student will</p> <p>a. Be able to script and produce different types of audio programs</p>	<p><b>Producing Audio Programs</b> Process of production - Preparation of scripts (research, preparing the audio script with narration and music and sound effects).</p>	<p>Producing a five-minute interview program (issue based) or experimenting with different formats for radio.</p>

### References:

- Swain Dwight. Scripting for Video and audio- visual. Focal Press. 1981
- Atkin, G. 1990. Sound Technics for Video and Television. London & Boston. Focal Press.
- Huber, D.M. 1987. Audio Production Techniques for Video. McMillan.
- Mott, R. 1990. Sound Effects for Radio and Television. Boston & London. Focal Press.
- Radio Production, Robert Mcleish, Focal Press, Oxford, 2005.
- Fundamentals of Audio Production Hardcover – July 2007 by Drew O. McDaniel , Rick C. Shriver and Kenneth R. Collins. Pearson.

## Journalistic Writing

### Objectives:

This course will enable the students to:

- Understand the concepts related to news, journalism, factual communication.
- Be able to examine role of journalistic communication in society.
- Equip to write news stories for print as well as broadcast and online media.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
125004	Writing for Journalism	4	2	2	50	50	100

### Contents:

Module No.	Contents	Evaluation
<b>Module 1</b> <b>Objectives: Student will: -</b> <ol style="list-style-type: none"> <li>a. Explore the ways in which news is crafted and put-forth among the masses.</li> <li>b. Study the attributes of quality journalism and the legal, moral and ethical issues which confront the free press.</li> <li>c. Critically examine event elements to be turned into a news story.</li> <li>d. Understand the role of News in public and personal domain and evaluate the future of this form.</li> </ol>	<b>What is News</b> Identifying news – What makes news? Agenda Setting, Gate-keeping, Priming Hard and Soft News Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight) Reporting for Newspapers, News Agencies and Magazines. Reporters: Qualities and Responsibilities Beats – Crime, Entertainment, Legal, etc... Sources of News gathering, News Value and elements of news, Role and Importance of Sources, Different types of Sources Examining and testing News Value Changing Concept of News: Factors and Issues Future of News: Public to Personal, political to economic, corporate, cross-media sharing	Comparing various news stories in the class. Understanding role of news organization in framing the news.
<b>Module 2</b> <b>Objectives: - Student will:</b> <ol style="list-style-type: none"> <li>a. Integrate critical thinking, reading, and writing independently.</li> <li>b. Be able to research</li> </ol>	<b>News Writing Skills</b> Language of News - Principles and Practices Attributes of News: Clarity, Precision. Conciseness. Pitfalls in use of language: Jargons, Clichés, Metaphor etc. Mind your Language and Expressions:	Interviewing people and creating stories

<p>sources, evaluate credentials, and use various kinds sources required in News writing.</p> <p>c. Adapt writing to audience, context, and purpose by independently using rhetorical principles and journalistic concepts in varied, complex ways.</p> <p>d. Apply journalistic conventions to study the different styles of news writing.</p>	<p>Bias, Prejudices etc.  Pejorative, Connotative vs. Denotative words and meanings.  Inverted Pyramid, pillar style of news writing,  Headline writing: Types &amp; Functions and 5Ws and 1H of news writing  Rewriting from other languages.  Interviewing- importance, role, scope and skills for effective interviewing  Feature Writing – issue based writing, interpreting and writing research based articles for general audiences.</p>	
<p>Module 3</p> <p><b>Objectives: - Student will:</b></p> <p>a. Critically evaluate the role of Graphics and design in the world of journalism.</p> <p>b. Overview the concept of Design &amp; Graphics and explore different styles within.</p> <p>c. Explore various media materials in context to their principles of their Layouts and Designs.</p> <p>d. Study various techniques required in print work publishing and getting hands-on experience with software.</p>	<p><b>DESIGN &amp; GRAPHICS FOR PRINT</b>  <b>Basics of Design and Graphics</b>  Elements and principles of design  Typography: Physical form, aesthetics and classifications  Colour scheme and production  <b>Layout &amp; Design</b>  TPC – Total Page Concept  Components of layout and layout planning  Advertisement layout, Broadsheet and Tabloid layout  Magazine, Book &amp; Web banner layout  <b>Visuals &amp; Printing</b>  Visuals: Physical forms, functions &amp; editing  Basic of Desk Top Publishing  DTP &amp; Designing Softwares  Printing process, methods &amp; paper finishing</p>	<p>Designing a print medium- newsletter, magazine, booklet as a group work.</p>
<p><b>Module-4</b></p> <p><b>Objectives: - Student will:</b></p> <p>a. Examine the role of broadcast media in news writing.</p> <p>b. Overview the concept of Design &amp; Graphics and explore different styles even in broadcast news presentation.</p>	<p>News in Electronic media  Radio and television news presentation  Role of News organization set ups- print, radio, television, cable in news writing  Ethics in Journalism</p>	<p>Comparing print news versus broadcast news.  Visiting site of news production</p>

## References:

- Web Journalism: Practice and Promise of a New Medium by James Glen Stovall, 2004, Allyn & Bacon, UK.
- Online Journalism: Principles and Practices of News for the Web by James Frost.
- Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.
- Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)
- Mc Liesh Robert – Radio Production (Focal Press), 2005.
- Reality Radio: Telling True Stories in Sound (Documentary Arts and Culture, Published in association with the Center for Documentary Studies at Duke University) Paperback – March 15, 2010 by John Biewen
- Carl Hausman, Frank Messere and Philip Benoit and, Modern Radio Audio Production, tenth edition, 2015, Cengage Learning, Australia.
- The Art of Interviewing for Television, Radio & Film by Iry Broughton (TAB Books Inc. 1981)
- Writing for Broadcast Journalists- Media Skills by Rick Thompson, 2010, Rutledge, London.
- News: reporting and Writing by Alfred Lawrence Lorenz & John Vivian, Pearson, 2006.

## Visual Communication

### Objectives:

This course will enable the students to:

- Understand the concepts related to design and visual communication.
- Be able to examine role of visuals in communicating in any society.
- Equip to read and design visual communication products.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
125005	Visual Communication	4	2	2	4/100	-	100

### Contents:

No	Content	Evaluation
<b>Module I</b> <b>Objective – Student will</b> 1. Understand the difference between seeing and perception. 2. Learn basics of visual theory and elements of visual design.	<b>Introduction to visual communication theory</b> How and why we see The concept of visual literacy Sense and Perception of images  <b>Elements of Visual design</b> <ul style="list-style-type: none"> <li>• Point, line, plane, texture, rhythm, contrast, perspective and space, balance, light and colour</li> <li>• Typography and readability Packaging, layout, look/feel etc.</li> </ul>	Exercises on defining plane, lines, textures, contrast, perspective
<b>Module II</b> <b>Objective – Student will</b> 1. Learn and apply basic principles of design and visual imaging.	<b>Principles of design</b> Understanding visual art Visual aesthetics Patterns of arrangement and object placement Contrast, balance and harmony	Compositions, balancing a frame, creating designs using different mediums representing harmony
<b>Module III</b> <b>Objective – Student will</b> 1. Learn to apply elements of typography and color in visual image.	<b>Typography</b> Science of signs, images and words Readability Packaging and visuals Effective use of color  <b>Applications of visual designs:</b> letterhead, logos, posters, visiting cards, calendars, photography, scenic designs, art designs, mass media	Designing of typos and readability, Examining packaging, scrap book on layouts  Designing letterheads/ brochures , taking photos, understanding scenic designs

<p><b>Module IV</b> <b>Objective – Student will</b></p> <p>1. Use of design principles in moving images like television, animation, and film.</p>	<p><b>Graphics and Animation for electronic and films</b></p> <p>Layout and design Design principles in movies and television Computer-generated images Computer animation in film and television Special effects in film and television</p>	<p>Exercises using animation software, collecting/watching advertisements/films using animation and special effects</p>
---	--	---

## References:

- Aitchison, Jim: 2001. Cutting Edge Commercials. Prentice Hall. Singapore.
- Berger, Arthur. 1992. Media Analysis Techniques, Beverly Hills, California, Sage.
- Butterworth, M. 1980. Architecture. London.
- Carter David (ed.). 2000. Creating Logo Families. Harper Collins. N.Y.
- Lester, P. 2000. Visual Communication Images with Messages (2<sup>nd</sup> Edition). Wadsworth.
- McLuhan, Marshall. 1964. Understanding Media. Signet.
- Pavitt, Jane. 2000. Brand New. V&A Publ. London.
- Pink S. 2001. Doing Visual Ethnography. Sage. California.
- Porter Tom & Green street Bob. 2002. Manual of Graphic techniques: Mediums & Methods.
- Rose, Gillian. 2001. Visual Methodologies. Sage.
- Shaw Jeffery & Weinel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press. Cambridge.
- Stoltzes Design: 2000. Letterhead and Logo Design 6. Rockport Publ. Gloucester, MA.



## Master of Arts in Media and Communication

### Structure of Semester II

II	Courses	Th	Pr	Int	Ext	Uni	Marks	Credits
225001	Research Methods and Statistics	2	2	50	50	50	100	4
225002	Media and Society	2	2	50	50	50	100	4
225003	Introduction to New Media	3	1	50	50	50	100	4
225004	Writing for Advertising	-	4	100	-	-	100	4
225101	Media Appreciation	2	2	100	-	-	100	4
				350	150	150		
<b>TOTAL of Semester II</b>							<b>500</b>	<b>20</b>

## Research Methods and Statistics

### Objectives:

This course will enable the students to:

- understand the concepts related to research.
- Be able to examine role of research in communication.
- get acquainted with the research process.

Code No	Courses	Total Credits	Th. Cr	Pr. Cr	Int. (Cr/M)	Ext (Cr/M)	Total Marks
225001	Research Methods and Statistics	4	3	1	2/50	2/50	100

### Contents:

Module / Objectives	Contents	Evaluation
<p><b>Module 1</b> Student will-</p> <p>a. Know about the basic concepts about research.</p> <p>b. Gain understanding about scope and importance of research.</p> <p>c. Be able to differentiate between different types and approaches to research.</p>	<p>1. The Research Process</p> <p>a. Methods of inquiry, Scientific approach to inquiry.</p> <p>b. Steps of Scientific Research</p> <p>2. Types of Research</p> <p>a. Basic, applied, action research</p> <p>b. Qualitative and Quantitative research</p> <p>c. Historical research, Descriptive research methods (survey, case study, co-relational study, content analysis, causal comparative research, ethnography), experimental research.</p> <p>3. Scope and importance of research in communication and media studies</p>	<p>Class room exercises</p> <p>Review research article on each type of research.</p>
<p><b>Module 2</b> Students will-</p> <p>a. Recognize steps and elements that constitute research.</p> <p>b. Understand scope and process of measurement in research.</p>	<p>Elements of Research</p> <p>a. Research Question</p> <p>b. Variables – definition (conceptual and operational), types of variables (discrete and continuous, independent and dependent, control variables, confounding,)</p> <p>c. Objectives – characteristics of objectives.</p> <p>d. Hypothesis – Characteristics of types of hypothesis (null, directional and non-directional hypothesis)</p> <p>e. Levels of measurement (nominal, ordinal, interval and ratio)</p> <p>f. Scope and limitations of research</p>	<p>Review of dissertations to identify the elements.</p>

	g. Steps in research	
<p><b>Module 3</b></p> <p>Students will-</p> <p>a. Understand concept of sampling.</p> <p>b. learn about different tools and techniques for collection of data.</p>	<p>1. Sample &amp; Sampling</p> <p>a. Population and sample (Rationale, characteristics meaning, concept of population and sample, and utility.)</p> <p>b. Probability (simple random sample, systematic random sample, stratified random sample, cluster sample), and non-probability samples (purposive samples, incidental samples, quota samples, snowball samples);</p> <p>c. Types of sampling and generalizability of results</p> <p>d. Sample size - General consideration in determination of sample size</p> <p>e. Sampling error</p> <p>2. Tools for Data Collection</p> <p>a. Primary and secondary methods of data collection</p> <p>b. Types of tools - questionnaires, rating scales, check lists, schedules, attitude scales, inventories, standardized tests, interviews, observation.</p> <p>c. Development and administration of tools, reliability and validity of tools, Planning for data analysis-coding of responses.</p>	<p>prepare research proposal.</p>
<p><b>Module 4</b></p> <p>Students will be able-</p> <p>a. To understand role of statistics in research process.</p> <p>b. To compute and apply various statistical methods and use them in research.</p>	<p>1. Introduction to Statistics - Definition, conceptual understanding of statistical measures, popular concepts and misuse of statistics</p> <p>2. Normal Distribution and its Properties - Normal distribution, Binomial distribution, Probability, applications of Normal curve (concept only), area under normal distribution curve (concept and calculation)</p> <p>3. Data Management and Analysis</p> <p>a. Quantitative analysis, descriptive statistics, inferential statistics: Uses and limitations.</p> <p>b. Measures of central tendency-mean, median, mode, arithmetic mean (concept and calculation of</p>	<p>Take up small surveys and code and analyses the data.</p>

	grouped and ungrouped), mid – range, geometric mean, weighted mean (concept only) and its uses. c. Measures of dispersion /variability- range, variance, standard deviation, standard error (concept and calculation), Kurtosis, skewness, (concept only) d. Conceptual understanding of inferential statistics- Regression and factor analysis, Concepts of Generalization and standardization	
--	---	--

**References:**

- Bell, J. (1997): Doing Your Research Project: A Guide for First Time Researchers in Education and Social Science. Viva Books. New Delhi.
- Bell, J. (1997). How to Complete Your Research Project Successfully: A Guide for First Time Researchers UBSPD, New Delhi.
- Bulmer, M.C. (1984): Sociological Research Methods: An Introduction. Macmillan, Hong Kong.
- Festinger, L. & Katz, D. (Ed.) (1977): Research Methods in The Behavioral Sciences. Amering Publishing. New Delhi.
- Holloway, I. (1977): Basic Concepts of Qualitative Research. Blackwell Science. London.
- Jain, G (1998). Research Methodology: Methods and Techniques. Mangal Deep. Jaipur.
- Kothari, C.R. (2000). Research Methodology: Methods and Techniques. Vishwa Prakashan. New Delhi.
- Kumar, A. (2002): Research Methodology in Social Sciences. Sarup & Sons. New Delhi.
- Kumar, A. (1997). Social Research Method (The Art of Scientific Investigation). Anmol Publication, New Delhi.
- Mcburney, D.H. (2001): Research Methodology. Thomson – Wadsworth. Australia.
- Pande, G.C. (1999). Research Methodology in Social Sciences. Anmol Publication. New Delhi

## MEDIA AND SOCIETY

### Objectives:

This course will enable the students to:

- Understand the concept of media in relation to its society.
- Study the interrelationship between media content and media audiences.
- Critically examine the role and influence of different media in society.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
225002	Media and Society	4	50	50	2/50	2/50	100

### Contents:

Module / Objectives	Contents	Evaluation
<p>Module 1</p> <p>Students will be able-</p> <p>a. To recognize different forms of media society relationship.</p> <p>b. To understand historical developments changing notion and role of media in society.</p> <p>c. To be able to recognize issues associated with media and society.</p>	<p>Media, Culture and Society</p> <p>a. Media as codes, culture, mediators and business</p> <p>b. Issues of Power, Social Integration and Change</p> <p>c. Interpreting media texts- Semiotics, Hermeneutics, Rhetoric and Narratology</p> <p>d. Media Representations</p> <p>e. Issues of Freedom, Equality, Diversity, and Information Quality</p>	<p>Undertaking in field exercises to understand role of media in society.</p>
<p>Module 2</p> <p>Students will-</p> <p>a. Understand relationship of media structures on society and societal impact on media structures.</p> <p>b. Examine media cultures prevalent in the society and its influence on technologies/new media content.</p> <p>c. Be able to recognize diversity of media systems in Country like India.</p>	<p>Media Structure and Organization</p> <p>a. Media Structure &amp; Performance</p> <p>b. Media Institutions and organizations</p> <p>c. Media Institutions in India</p> <p>d. Production of Media Culture through media institution</p>	<p>Case studies and visits to organizations to understand media organizations and their work cultures.</p>

<p>Module 3 Students will-</p> <p>a. Understand the theoretical frameworks that helps understand and shape communication process.</p> <p>b. Explore and examine media content and their cultural Dimensions.</p>	<p>a) Culture, Ideology and Popular culture</p> <p>b) Mass/popular/class Culture</p> <p>c) Structuralism- Ferdinand Saussure- Roland Barthes (mythologies)</p> <p>d) Post Structuralism- Jacques Derrida - Jacques Lacan – Michel Foucault</p> <p>e) Marxism – Frankfurt School and Gramscian studies.</p> <p>f) Post Modernism- Jean Baudrillard- Fredric Jameson- Jean Lyotard</p>	<p>Review based assignment</p>
<p>Module 4 Students will-</p> <p>a. Understand and examine concepts of modernity, imperialism, identity, regulation and controls in the context of media in any society.</p> <p>b. Critically assess relationships of these concepts in Indian society.</p>	<p>Issues in Media and Society</p> <p>a. Interrelationship between media, commercial interest and concepts of modernity.</p> <p>b. Cultural imperialism due to globalization of television.</p> <p>c. Transnationalisation, cultural imbalance and cultural identity in media content.</p> <p>d. Regulations and control of media institutions, texts and distribution – Debates regarding self-regulations, censorship and controls.</p>	<p>Primary data collection, analysis of personal experiences</p>

### References:

- Banerjee S. (ed.). Culture and communication, New Delhi. Patriot Publishers. 1985
- Bany, G.L. and Ruthell-Kernan C. Television and the socialization of the minority child. New York/London, Academic Press, 1982.
- Curran J. et.al (ed.). Mass communication and society. London Edward Arnold 1977.
- Denis McQuail, Media Performance, London, New Delhi, Sage
- Durkin, K. 1985. Television, Sex roles and Children. Philadelphia. Open University Press.
- Edelstein, A., Youi Chi. I. & Hans M. Communication and Culture – A comparative Approach. N.Y. Longman. 1989
- Felipe. K. &Korzenny S. 1992. Mass Media Effects across cultures. International & Intercultural Communication Annual Volume. London. Sage.
- Gurevitch M.et.al (eds). Culture, society and the media. London/New York, Methuen 1982.
- John Fiske, 2011, Media Culture, Routledge, New York.
- Loow, E. The Media and Cultural Production. 2001.
- Mcquail Denis. Mass Communication Theory: An Introduction. 4th Edition. New Delhi. Sage. 2000.
- Sandra J. Ball-Rockeach AND Muriel G. Cantor, Media, Audience and social structure, London, New Delhi, Sage
- Storey, John. 1998. An Introduction to Cultural Theory and Popular Culture. 2nd edition. Athens. The University of Georgia Press.
- Uma Narula, Mass Communication-Theory and Practice, Har-Anand Publications

### Some Readings:

- Subarno Chatterjee, Media Representation of Kargil and Gujarat Riots,
- Christine Gledhill, Gender, Representation and Soap Opera
- Lawrence Liang, Philosophical Foundations of Free Speech
- Sohini Ghosh, TV Censorship in India

## INTRODUCTION TO NEW MEDIA

### Objectives:

This course will enable the students to:

- understand the concept of digital technology with its role in new age communication
- Study the creation of digital communication technologies, focusing on the emergence and the concepts in use.
- Critically analyze the new media with theoretical bearing along understanding its importance and constraints.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
225003	Introduction to New Media	4	3	1	2/50	2/50	100

### Contents:

Module / Objectives	Contents	Evaluation
<b>Module 1</b> Students will be able- <ol style="list-style-type: none"> <li>a. To categories and classify different forms of new media.</li> <li>b. To understand historical developments in new media space.</li> </ol>	Understanding New Media <ol style="list-style-type: none"> <li>1) Digital Technologies and Society               <ol style="list-style-type: none"> <li>a. Digital technology and Communication</li> <li>b. New media history</li> <li>c. Introduction to concepts: - E-mail, Chatting, New graph, BBS and IP</li> <li>d. Voice Fundamentals of internet: WWW, IP, Web page, search engine, browsers etc.</li> </ol> </li> <li>2) New media communication as a form of communication               <ol style="list-style-type: none"> <li>a. Social Construction of Technology</li> <li>b. Evolution form computer to handled devices in accessing new media</li> <li>c. New media power and limitations</li> <li>d. 'New' in new media</li> <li>e. Evolution of Social Media</li> </ol> </li> </ol>	Examining different forms of new media and presentation in the class
<b>Module 2</b> Students will- <ol style="list-style-type: none"> <li>a. Analyze the relation between users and digital communication technologies/new media content how society uses technologies for social change.</li> </ol>	New media ecology, stakeholders and Platforms: Gaming, story telling New media forms <ol style="list-style-type: none"> <li>a. As a medium of research.</li> <li>b. As technology of connectivity</li> <li>c. As social culture</li> </ol> New Media, Social Networking & Identity <ol style="list-style-type: none"> <li>1) Social Media and 'Community Culture'               <ol style="list-style-type: none"> <li>a. Audience centric systems</li> </ol> </li> </ol>	Review assignment on individuals and organizations working in new media space

	<p>b. Community Culture: Facebook, Twitter, Blogs, Orkut, LinkedIn, Friend Finder etc.</p> <p>c. Online Dairies, Video Conferencing, SMS, MMS, Mobile Communication</p> <p>d. Issues of online identity</p>	
<p><b>Module 3</b> Students will-</p> <p>a. Understand the technological, social and cultural force that shapes communication structure.</p> <p>b. Study the use and challenges of new media in digital marketing.</p> <p>c. Understand the formation of digital content with its cultural Dimensions of participation.</p>	<p>1. New Media and Popular Culture</p> <p>2. Characteristics of New Media Industry</p> <p>3. Concept of Convergence</p> <p>4. Theories and Practice of New Media Convergence, Feedback system, Narrative and multimedia</p> <p>5. New Media Industry: Software–Marketing, PR, Advertising, Video Games etc.</p> <p>6. Creating Collaborative Content</p> <p>a. Learning in Participatory Culture</p> <p>b. Ethics of participation</p> <p>c. Cybercrime, bullying, ethical hacking</p>	<p>User study of patterns and processes of consumption and dissemination of new media content</p>
<p><b>Module 4</b> Students will-</p> <p>c. Identify and critically asses the usage of media among the generation next.</p> <p>d. Understand information policy, and the governance of digital content and infrastructure.</p>	<p>Issues/ questions in New Media</p> <p>1. Do new media facilitate different type of learning?</p> <p>2. How democratic is social media?</p> <p>3. Issues of Copyright and intellectual property</p> <p>4. Role of government and corporate in dictating information as well as information flows</p>	<p>Classroom debates, Guided Internet surfing, Library/online explorations</p>

## References

- Van Dijk J a G M, 2005, The Network Society: the social aspect of new media. Sage, London.
- Christina Prell, 2011, Social Network Analysis: History, Theory and Methodology, Sage Publications, London
- Jill Walker Rettberg, 2008, Blogging, Polity Press
- John Hartley, 2012, Digital Futures for Cultural and Media Studies, Wiley-Blackwell.
- Mary Celeste Kearney (ed), 2011, The Gender and Media Reader, Routledge.
- Robert Hassan, 2008, The Information Society, Polity Publications. NJ
- Ryan Thornburg, 2010, Producing Online News: Digital Skills, Stronger Stories, CQ Press, Washington.
- Vincent Miller, 2011, Understanding Digital Culture, SAGE Publications Ltd, United Kingdom.



## WRITING FOR ADVERTISING

### Objectives:

This course will enable the students to:

- Learn to write for selling and image making for advertising and public relations.
- Understand forms and elements of writing for persuasion and selling.
- Know varied applications like promotional writing, press releases, direct selling, copy writing, trans creation and so on.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
225004	Writing for Advertising	4	50	50	4/100	-	100

### Contents:

Module / Objectives	Contents	Evaluation
<b>Module 1</b> Students will be able- <ol style="list-style-type: none"> <li>a. To recognize different forms of writing for persuasion.</li> <li>b. To be able to understand communication design processes.</li> </ol>	Concepts: Advertising, Corporate Communication, Public Relations, Publicity, Integrated Marketing Communication mix and marketing mix Branding and image management Characteristics of Advertising and public relations writing <ol style="list-style-type: none"> <li>a. Constructing a story</li> <li>b. Grabbing attention</li> <li>c. Appeals- Fear, rational, humour, spiritual, journalistic and so on.</li> <li>d. Profiling of intended receivers of communication</li> <li>e. Presentation styles- distortion/manipulation of facts, selective presentation,</li> <li>f. Role of language in copy writing</li> </ol>	Examining different forms of writing for persuasion and propaganda.
<b>Module-2</b> Students will be able- <ol style="list-style-type: none"> <li>a. To understand forms of print advertising and frameworks for writing.</li> <li>b. To recognize diverse applications of print advertising.</li> </ol>	Print Advertising <ol style="list-style-type: none"> <li>a. Components of print copy- headlines, body text, visual</li> <li>b. Press Releases, Reports</li> <li>c. Leaflets, handouts, brochures, innovations in print advertising</li> <li>d. Direct mailer copy</li> </ol>	Making a scrap book of print advertisements.

<p><b>Module-3</b> Students will be able-</p> <ol style="list-style-type: none"> <li>To understand forms of AV advertising and frameworks for writing.</li> <li>To recognize diverse applications of AV advertising.</li> </ol>	<p>Audio-Visual Advertising writing-components for:</p> <ol style="list-style-type: none"> <li>TVC</li> <li>Radio jingles</li> <li>Billboard and hoardings</li> <li>POPs</li> <li>Placements in the programmes (TV/Film)</li> </ol> <p>Influence of visual design on writing Concept of time and space in advertising and media buying</p>	<p>Story board analysis of TVCs and making radio jingles</p>
<p><b>Module-4</b> Students will be able-</p> <ol style="list-style-type: none"> <li>To understand forms of digital advertising and frameworks for writing.</li> <li>To recognize diverse applications of digital advertising.</li> </ol>	<p>Digital Advertising</p> <ol style="list-style-type: none"> <li>Different platforms and Forms of online writing</li> <li>Interactivity in digital space and its impact on writing</li> <li>Index, navigation, links, SEO, Pay per click, Email marketing, Social media marketing, blogging</li> <li>Screening size dictating content</li> <li>Media mix and internet advertising</li> <li>Digital advertising-marketing-branding-delivery</li> </ol>	<p>Reviewing forms of digital advertising</p>

**References:**

- Clow K and Baack, 2013, Integrated Advertising, Promotion and Marketing Communications, Pearson,
- Egan J, 2007, Marketing Communication, Thomson, London.
- Jethwaney Jaishri and Shruti Jain, 2012, Advertising Management, OUP higher education.
- Altstiel T and Grow J, 2012, Advertising Creative: Strategy, Copy, Design, Sage, California.

## Master of Arts in Media and Communication

### Structure of Semester III

III	Courses	Th	Pr	Int	Ext	Uni		
325001	Communication Research	2	2	50	50	50	100	4
325002	Advertising& PR	2	2	50	50	50	100	4
325003	Seminar- Trends in Mass Communication	-	4	100	-	-	100	4
325004	Media Laws and Ethics	4	-	50	50	50	100	4
	Elective- Scientific Writing	4	-	100	-	-	100	4
				350	150	150		
<b>TOTAL of Semester III</b>							<b>500</b>	<b>20</b>

## Communication Research

### Objectives:

The course will enable the students to:

- Understand need and scope of communication research.
- Recognize role of research and varied methods used in media organizations.
- Able to design and implement research exercises for diverse situations.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
325001	Communication Research	4	50	50	2/50	2/50	100

### Contents:

No	Topic & Details	Evaluation
Module-1	<b>Understanding Research and communication research</b> <ul style="list-style-type: none"> <li>• Need, scope, approaches</li> <li>• Role of research in mass communication</li> <li>• Methods of communication research</li> <li>• Digital media and data mining</li> </ul>	Examining difference in research and communication research using research papers.
Module-2	<b>Research design in communication</b> <ul style="list-style-type: none"> <li>• Rating and Non-rating research</li> <li>• Experimental and quasi-experimental</li> <li>• Bench mark, longitudinal studies, simulation, panel studies, correlational designs</li> <li>• Semiology &amp; Content analysis</li> <li>• Cultural studies</li> <li>• Audience Research, Reception analysis</li> <li>• Research for journalism and advertising</li> </ul>	Examining research papers of varied methods and comparing them in terms of research process.
Module-3	<b>Research across media</b> <ul style="list-style-type: none"> <li>• Approaches to media research- Structuralism, Behaviouristic, Cultural, Critical</li> <li>• Formative-process-summative research</li> <li>• Print, electronic and new media methods and approaches</li> <li>• Media content research- content development and content testing</li> <li>• Analytics, trending,</li> </ul>	Presentation in terms of examples of varied media researches and designing a study.
Module-4	<b>Challenges in media research</b> Role of researcher, audience behaviour, Relationship of research-production, Research as investment and expenditure, generalizability and validity of findings, use and ownership of data, ethics in research process.....	Undertaking primary data collection to understand role of research in media organizations.

**References:**

- Agrawal B C, S R Joshi & Arbind Sinha (ed) *Communication Research for Development- The ISRO Experience*. New Delhi: Concept Publishing. 1986.
- Berger C.R. & Chafee S.H. (eds.) 1987. *Handbook of Communication Science*. Beverly Hills & London. Sage Publications.
- Gamble M. & Gamble T.W. 1989. *Introducing Mass Communication*. (International Edition). McGraw Hill. Singapore
- Mcquail D. 1984. *Introduction to Mass Communication Theory* (3rd edition) New Delhi, Beverly Hills & London; Sage Publications.
- Wimmer R and J Dominick (2011) *Mass Media Research: An Introduction*, ninth edition, Wadsworth Cengage Learning, Australia.
- Berger, Arthur Asa. *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Thousand Oaks. Sage. 2000.
- Priest, S.H. *Doing Media Research: An Introduction*. Thousand Oaks. Sage. 1996.

## Advertising & Public Relations

### Objectives:

The course will enable the students to:

- Understand role and scope of advertising and public relations in society.
- Understand the association between various media organisations and advertising and public relation agencies.
- Able to design advertising campaigns, identify and assess PR strategies and understand working of advertising agency and PR firm.

Code No	Subject	L	Cr	P / T	D	TP	Internal	P/V	Total Marks
325002	Advertising & Public Relations (Pr.)	-	4	8	2	50	50	-	100

### Contents:

Sr. No.	Topic & Details	Evaluation
1	<b>Advertising - Public Relations</b> Definitions, origin, development, functions, characteristics, scope, types, Relevance in marketing mix Economic, social, Psychological, cultural and Ethical aspects of advertising and Public relations	Review based assignment examining marketing-advertising-public relations-promotions
2	<b>Advertising agency</b> Role and changing role, Various types of agencies Departments in the agency (Account planning, account servicing, creative, media planning, HR etc. Relationship with media organizations	Researching client needs, understanding audiences, choosing the media, devising messages, and executing the campaign.
3	<b>Public Relations and corporate communication</b> <ul style="list-style-type: none"> <li>● Interface of PR with other disciplines (HR, Finance, Marketing, Law etc.)</li> <li>● PR tools (Interpersonal, mass media and selective media)</li> <li>● PR in/for private and public sectors</li> <li>● Public opinion in PR, Propaganda and publicity</li> <li>● Types of PR: Personality, product, event, crisis/disaster etc.</li> <li>● Planning PR programme and evaluating feedback</li> </ul>	Devising a PR campaign for a real or hypothetical client and presenting it.
4	<b>Campaign Planning</b> <ul style="list-style-type: none"> <li>● Budgeting and production of media (advertising appropriation and budgeting, consumer behaviour analysis, audience segmentation, media planning and scheduling)</li> <li>● Measuring effectiveness/success of the campaign</li> </ul>	Designing an advertising campaign for real or hypothetical product/service/event.

**References:**

- Bernay E (1955) Engineering of Consent, University of Oklahoma press, Norman.
  - Halve Anand (2011) Darwin's Brands: Adapting for Success, Response Books, New Delhi.
  - Halve Anand and Anita Sarkar (2012) Adkatha- The story of Indian Advertising, Prolibris Publishing Media Pvt Ltd, New Delhi.
  - Oglivy david (1983) Oglivy on Advertising, Vintage Books, New York.
  - Sahcdeva I (2009) Public Relations- Principles and Practices, Oxford University Press, USA.
-

## Seminar: Trends in Mass Communication

### Objectives:

The course will enable the students to:

- Work on their own in terms of library usage and presentation.
- Understand ongoing issues in media and communication in relation to theories and classroom processes.
- Able to theorize and present contemporary themes in media and communication.

Code No	Subject	L	Cr	P / T	Internal	T
325003	<b>Seminar:</b> Trends in Mass Communication	-	4	8	100	100

This is an individual review and presentation of sub topics from the themes listed below to be completed within the semester. Each seminar has 25 marks which may be given by teacher as well as peers. Seminar may be guided by the faculty and student is supposed to report about the work to the teacher concerned.

These are guided seminars and student is encouraged to select sub topic, search for related literature, structure her point of view and defend her argument or present her point of view. This also prepares the student for understand theoretical stands within the given theme and explore theoretical underpinnings within the area of study.

Seminar Due	Themes
July second half	Media, war and conflict
August second half	Media and public opinion
September second half	Media ownership
October first half	Media and human rights



## Media Laws and Ethics

### Objectives:

The course will enable the students to:

- Understand role and scope of media laws in contemporary India.
- Recognize the association between ethics and laws and examining evolution of laws.
- Examine legal provision and practice of media in relation to Indian society.

Code No	Name of the paper	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
325004	Media Laws and Ethics	4	-	50	50	50	100

Sr. No.	Topic & Details	Evaluation
1	<b>Laws</b> <ul style="list-style-type: none"> <li>▪ Role of State in formulation of laws</li> <li>▪ Designing-implementing and revising legal provisions</li> <li>▪ Constitution of India – freedom of speech and expression and their limits</li> <li>▪ Directive principles of state policy, provisions of declaring emergency and their effect on media</li> <li>▪ Provisions for legislature reporting; parliamentary privileges and media.</li> <li>▪ Legal procedures for shooting, reporting and releasing information</li> </ul>	Discussion in the class about concepts of freedom, privacy, policy, regulation
2	<b>Ethics</b> <ul style="list-style-type: none"> <li>▪ What are Ethics – role of ethics and its relation to action – Potters Box analysis.</li> <li>▪ Type of prevalent code of ethics for Indian print and electronic media.</li> <li>▪ Cyber laws and security- live webcasting of crimes.</li> <li>▪ Role of Press council, Advertising Council, Indian Broadcasting Foundation other regulatory bodies.</li> <li>▪ Self-regulation versus state/professional bodies/societal regulations</li> </ul>	Examining incidences of media practice in relation to ethical practices
3	<b>Media Laws in India</b> <ul style="list-style-type: none"> <li>▪ Rationale, Principles and evolution</li> <li>▪ History of press laws in India</li> <li>▪ Defamation, libel, slander, privacy</li> <li>▪ Provisions in the Indian Penal Code</li> <li>▪ Laws dealing with obscenity and defamation</li> </ul>	Library review of Act and its provisions

	<ul style="list-style-type: none"> <li>▪ Official secrets act- Press and Registration of Books Act- Cinematograph Act, 1953, Prasar Bharti Act</li> <li>▪ WTO agreement and intellectual property right legislations, Copyright laws- patent laws</li> <li>▪ Convergence legislations including cyber laws and Cable &amp; Television Act</li> <li>▪ Public interest litigation (PIL).</li> </ul>	
4	<p><b>Media practice of laws and ethics</b></p> <ul style="list-style-type: none"> <li>▪ Code of conduct versus accountability</li> <li>▪ Speed versus accuracy</li> <li>▪ Ethics of photo journalism</li> <li>▪ Privacy, confidentiality, data protection</li> <li>▪ Reporting of victims and other vulnerable people</li> <li>▪ Contempt of court and media trials</li> </ul>	Review of media practices and examining actual cases

**References:**

- Neelamalar, M. Media Laws and Ethics. PHI Learning pvt. Ltd. New Delhi. 2012
- Manna Bansi. Mass Media and Related Laws in India. Books Way. Kolkatta. 2010
- Christian, C.; Rotzoth, K & Fackler, M.: Media Ethics – Cases and Moral Reasoning. Longman. New York/London. 1987
- Divan Goradia M, Facets of Media Law, second edition, Eastern Book Company, Lucknow, 2015.

## Master of Arts in Media and Communication

### Structure for Semester IV

<b>IV</b>	Courses	Th.	Pr.	Int.	Ext	Marks	Credits
425001 425002	Media Planning and Scheduling/ Media Management	3	1	50	50	100	4
425888	<b>PROJECT:</b> Dissertation or Film {Thesis/presentation and viva}	-	8	100	100	200	8
425999	Internship	-	8	100	100	200	8
				250	250		
<b>TOTAL of Semester IV</b>						<b>500</b>	<b>20</b>

## Media Planning & Scheduling

### Objectives:

The course will enable the students to:

- Know need and role of media planning in communication.
- Understand process associated with media planning.
- Recognise challenges for media planning and scheduling in the context of present media environment.

Subject	L	Cr	P / T	D	TP	Internal	P/V	T
Media Planning and Scheduling	4	4	-	2	50	50	-	100

### Contents:

Sr. No.	Module Objectives	Modules
1	<p>Student will :-</p> <p>c. Know about the basic concepts in media planning</p> <p>d. Understand relationship of media planning with other related concepts.</p>	<p><b>Media Planning</b></p> <ul style="list-style-type: none"> <li>• Role, Need, Importance, Scope, Relevance</li> <li>• Changing role due to new media</li> <li>• Relationship of marketing-advertising-IMC-Brand management and media buying/planning</li> </ul>
2	<p>Students will</p> <ol style="list-style-type: none"> <li>1. gain information about how to go about doing a media planning process.</li> <li>2. Examine varied concepts in media planning process.</li> <li>3. Explore media planning processes for different types of media vehicles.</li> </ol>	<p><b>Media Planning process</b></p> <ul style="list-style-type: none"> <li>• Goal setting, competition analysis, opportunity analysis, target market analysis, customer analysis, positioning analysis, objective and task, budgeting the expenditure, media selection rationale, media plan and strategy, pre and post-buy evaluations</li> <li>• Reach, frequency, GRPs, Gross Impressions, Media Maths- percentages, averages, indexing, weighting, formulas</li> <li>• Costs, media market place, Matrixes, audience concepts- demographics- psychographics, Media buying for print-broadcast-internet-within programming content like in-film placements etc.</li> </ul>
3	<p>Students will</p> <ol style="list-style-type: none"> <li>b. Understand work flow within media organization with reference to media planning.</li> <li>c. Know communication decision making process within media organizations and for media planning.</li> </ol>	<p><b>Media organisation work flow management</b></p> <ul style="list-style-type: none"> <li>• Variations across type of media</li> <li>• Coordination and communication</li> <li>• Communication strategies- mix/scheduling, social media/content/online influencer marketing</li> <li>• Communication tactics- vehicle, costs, rationale, impressions</li> <li>• Communication flow chart- new technologies like Ar/VR, Digital Assistants</li> <li>• Monitoring and evaluation- Evaluating media vehicles</li> </ul>

4	<p>Students will</p> <ol style="list-style-type: none"> <li>1. Understand contemporary challenges for media planning in present media scenario.</li> <li>2. Examine practices of media planning and scheduling in India.</li> </ol>	<p><b>Changes and challenges for planning and Scheduling</b></p> <ul style="list-style-type: none"> <li>• Reaching the audiences</li> <li>• Attention deficit</li> <li>• Digitization and Search engines</li> <li>• Budget constraints and prioritisation</li> <li>• IMC tools</li> <li>• Measuring ROI</li> </ul>
---	---	--

## References

- Media Flight Plan Seventh Edition by Dennis G. Martin and Robert D. Coons, 2011, Deer Creek Publishing, California.
- Advertising Media Planning, Seventh Edition Hardcover – August 6, 2010 by Jack Z. Sissors (Author), Roger B. Baron (Author), McGraw Hill Books, USA.
- Media Planning & Buying n the 21st Century: Integrating Traditional & Digital Media 4th Edition by Mr Ronald D. Geskey Sr. (Author), 2017 published by 2020: Marketing Communications LLC
- Advertising Media Planning: A Brand Management Approach 4th edition by Kelley, Larry, Sheehan, Kim, Jugenheimer, Donald W. (2015), Rutledge, New York.
- Media Planning and Buying: Principles and Practice in the Indian Context Paperback – 1 Jul 2017 by Arpita Menon, Tata McGraw Hill, New Delhi.
- Effective Public Relations and Media Strategy, by Reddi C.V.N, 2013, Eastern Economy Edition, PHI

## Media Management

### Objectives:

The course will enable the students to:

- Understand need and scope of media as an industry and as a profession.
- Know various management functions within media organisations.
- Recognise the ownership structures and managerial processes in media organisations.

Subject	L	Cr	P / T	D	TP	Internal	P/V	T
Media Management (Th.)	4	4	-	2	50	50	-	100

### Contents:

Sr. No.	Module Objectives	Modules	Evaluation
1	<p>Student will:</p> <ol style="list-style-type: none"> <li>1. Know about the basic concepts in management.</li> <li>2. Understand different techniques for project or programme review and evaluation.</li> </ol>	<p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Science, objectives, scope and nature</li> <li>• Media as an industry, as a profession, as a business, as a social value, sectors</li> <li>• Principles of media management and its significance</li> <li>• Project review and evaluation techniques like PERT and CPM, CAGR,</li> </ul>	<p>Designing of an event related to media theme- Media Mantra is a flagship event of the Department since the year 2000.</p>
2	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Gain information on growth of communication in human society.</li> <li>2. Understand different ownership structures for organizations in general and media organizations in particular.</li> </ol>	<p><b>Media ownership</b></p> <ul style="list-style-type: none"> <li>• Ownership structures in India: Sole proprietorship, partnership, private limited company, public limited companies, trusts, cooperatives, religious institutions, franchises</li> <li>• Organization structures of different media organizations (public as well as private ownerships)</li> <li>• Cross media ownership and its implications on freedom of expression</li> </ul>	<p>Library based Assignment to study different media organisations and their nature of ownership structures.</p>

3	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Understand various management functions in media organisations.</li> <li>2. Examine policy formulation and control processes within media organizations.</li> </ol>	<p><b>Functions in media organization:</b></p> <ul style="list-style-type: none"> <li>• Organizing, leading, communicating, coordinating and controlling, planning</li> <li>• Scheduling, budgeting, production, distribution, monitoring, documentation</li> <li>• Management information system- analysis and design</li> <li>• Packaging, repacking and marketing the content, Distribution function</li> <li>• <b>Policy</b> formulation and controls in media organisation</li> </ul>	<p>Taking up case studies of Indian Media Companies and understanding the functioning of an organisations.</p>
4	<p>Students will:</p> <ol style="list-style-type: none"> <li>1. Know varied aspects impacting media organization.</li> <li>2. Examine economic dynamics of media business.</li> </ol>	<p><b>Print, electronic and New media</b></p> <ul style="list-style-type: none"> <li>• Organizations, Management, business, legal, regulatory and ethical aspects of running a business</li> <li>• Media economy and economics of media</li> <li>• Regulations and recommendations of committees in India</li> <li>• Role of TRAI, SEBI, PCI, Guilds</li> </ul>	<p>Review based assignment or collecting primary data about any organisation</p>

## References

- The Indian Media Business 4th edition, 2013, Vanita Kohli-Khandekar, Sage, New Delhi.
- Media Control: The Spectacular Achievements of Propaganda (Open Media Series), September 2002, by Noam Chomsky, Seven Stories Press, New York.
- Media Management by B. K. Chaturvedi, Global Vision Publishing House, New Delhi, 2009.
- Media and Communication Management by C.S. Rayudu, Himalaya Publishing House, Mumbai, 2011.
- Managing Electronic Media: Making, Marketing, and Moving Digital Content, July 2017 by Joan Van Tassel and Lisa Pow Howfield, Elsevier, United States of America.
- Media and Convergence Management, June 2015, by Sandra Diehl (Editor), Matthias Karmasin (Editor), Springer.
- Value-Oriented Media Management Decision Making Between Profit and Responsibility, Editors: Altmeppen, Klaus-Dieter, Hollifield, C. Ann, van Loon, Joost, 2017, Springer.

## Project: Dissertation/Film

### Objectives:

**The course will enable the students to:**

- Apply their understanding of theory of research/media production in practice.
- Executing principles of research/film production in practice.
- Understand importance of group work and coordination in media sector.

Subject code	Subject	L	Cr	Internal	External	P/V	Total marks	Total credits
425888	Dissertation or Film {Thesis/presentation and viva}	-	8	100	100	100	200	8

Sr. No.	Topic & Details
1	<b>Research:</b> Deciding the topic Review of Literature Methodology Sampling Data Collection Data Analysis Report Writing printing, binding and Viva Voce
2	<b>AV Production:</b> Deciding the theme research and recce budgeting casting, scripting & shooting editing and post-production screening of the final work Viva Voce

At the end of the semester usually in the month of May viva of the research as well as film will be conducted. Student is supposed to present her work to the jury and defend her choices and decisions.



## Internship

Subject code	Subject	L	Cr	Internal	External	P/V	Total marks	Total credits
425999	Internship	-	8	100	100	100	200	8

Student will undergo four weeks/240 work hours' internship with media and communication related organizations or even individuals. As a part of internship they will need to submit weekly reports and end of the internship presentation and viva voce.

### INTERNSHIP EVALUATION RUBRIC

NAME OF THE STUDENT			
NAME & PLACE OF INTERNSHIP			
<b>Assessment</b>			
Approach	Criteria	Total Marks	Marks obtained
	Punctuality	5	
	Sincerity	5	
	Initiative	5	
	Commitment	5	
	Attitude	5	
Skills	Communication	7	
	Documentation	7	
	Reporting	7	
	Any Other:	4	
<b>Total Marks = 50</b>			
Remarks			
Name of the Supervisor/Mentor/Evaluator			
Designation			
Address of the Agency			
Telephone:			
Email			

## Media Appreciation

### Objectives:

This course will enable the students to:

- Understand need and scope of media appreciation.
- Understand form-content-meaning of media messages.
- Examine relationship of media messages with the medium of delivery.

Code No	Courses	Total Credits	Th. Cr	Pr Cr	Int (Cr/M)	Ext (Cr/M)	Total Marks
225101	Media Appreciation	4	50	50	4/100	-	100

### Contents:

Sr. No.	Topic & Details	Evaluation
1	<p><i>Form-Content-Meaning</i></p> <ul style="list-style-type: none"> <li>• The concept of form</li> <li>• AV as spatio-temporal narration</li> <li>• Whole-part relationship</li> <li>• Sequence and shot in AV (Film/TV)</li> </ul>	Examining visual language, presentations in the class taking classic texts, discussions about form, content, meaning.
2	<p><i>Narrative analysis</i></p> <ul style="list-style-type: none"> <li>• Micro and macro analysis of structure</li> <li>• Reading the film/narrative</li> <li>• Deconstruction</li> <li>• Literary analysis</li> </ul>	Submission of film or programme reviews.
3	<p><i>Classifications</i></p> <ul style="list-style-type: none"> <li>• Films: Short-feature, fiction-nonfiction, live action-animation, reportage, documentation, education, etc.</li> <li>• TV formats</li> <li>• Radio shows</li> <li>• Genres: Dramatic, narrative lyrical, aesthetic, ritual, ideological</li> </ul>	Scrap book or listing of varied formats and existing programmes telecast/broadcast/distributed through media.
4	Relationship of form and formats, role of structure and its relationship with form and formats, imagination and experimentation	Examine communications where form and content merges with each other.
<ul style="list-style-type: none"> <li>• Watching different type of films/TV programmes</li> <li>• Engaging in review / analysis / criticism of various media outputs like films, television programmes, newspaper articles, radio shows, web series and so on.</li> </ul>		

### References:

- Hurbis-Cherrier M, 2007, Voice & Vision, A creative approach to narrative film and DV Production, Elsevier, USA.
- Zettle H, 1999, Sight Sound motion, Applied media aesthetics, Wadsworth Publishing Co., Belmont.
- Ascher S & E Pincus, 2012, The filmmaker's handbook, Penguin Books, London.