

## M.A in Mass Communication and Journalism I Semester

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam Marks	Total	Credits
MCJ:1.1	Introduction to Communication	3 hrs	3 hrs	30	70	100	3
MCJ:1.2	Indian Socio-Eco, Political and Cultural System	3hrs	3 hrs	30	70	100	3
MCJ:1.3	Media Laws and Ethics	3hrs	3hrs	30	70	100	3
MCJ:1.4	Translation Techniques	2hrs	2hrs	15	35	50	2
MCJ:1.5	News Reporting and Analysis	2hrs	2 hrs	15	35	50	2
MCJ:1.6	News Processing and Editing	2hrs	2hrs	15	35	50	2
MCJ:1.7	Basic Computer Applications	2hrs	2hrs	15	35	50	2
<b>Soft Core</b>							
MCJ: 1.8	Photo Journalism	3hrs	3hrs	30	70	100	3
<b>PRACTICALS</b>							
MCJ: 1.4A	Translation Techniques	2hrs	1hr	15	35	50	1
MCJ: 1.5A	News Reporting	2hrs	1hr	15	35	50	1
MCJ: 1.6A	News Editing	2hrs	1hr	15	35	50	1
MCJ: 1.7A	Basic Computer Applications	2hrs	1hr	15	35	50	1
	Total						<b>24</b>

## II Semester

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam Marks	Total	Credits
MCJ: 2.1	Theories of Communication	3hrs	3 hrs	30	70	100	3
MCJ: 2.2	Communication for Development	3hrs	3 hrs	30	70	100	3
MCJ: 2.3	Communication Research	3hrs	3 hrs	30	70	100	3
MCJ: 2.4	Advertising and Corporate Communication	2hrs	2hrs	15	35	50	2
MCJ: 2.5	Introduction to Digital Media	2hrs	2 hrs	15	35	50	2
MCJ: 2.6	Introduction to Radio and T.V Journalism	2hrs	2 hrs	15	35	50	2
MCJ: 2.7	Lab Journal	2hrs	2 hrs	15	35	50	2
<b>Soft Core</b>							
MCJ: 2.8	Media Entrepreneurship	3hrs	3 hrs	30	70	100	3
<b>PRACTICALS</b>							
MCJ: 2.4A	Advertising and Corporate Communication	2hrs	1hr	15	35	50	1
MCJ: 2.5A	Digital Media Production	2hrs	1hr	15	35	50	1
MCJ: 2.6A	Radio and T.V Journalism	2hrs	1hr	15	35	50	1
MCJ: 2.7	Lab Journal	2hrs	1hr	15	35	50	1
							<b>24</b>

### III Semester NEW MEDIA

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 3.1	Introduction to New Media	3hrs	3hrs	30	70	100	03
MCJ: 3.2	Understanding New Age Technologies	3hrs	3hrs	30	70	100	03
MCJ: 3.3	Writing Techniques for New Media	3hrs	3hrs	30	70	100	03
MCJ: 3.4	Data Journalism	2hrs	2hrs	15	50	50	02
MCJ:3.5	Fundamentals of Multimedia	2hrs	2hrs	15	35	50	02
MCJ:3.6	Web Design and Development	2hrs	2hrs	15	35	50	02
MCJ:3.7	Lab Journal	2hrs	2hrs	15	35	50	02
MCJ:3.8	Media and Society (OPEN ELECTIVE)	3hrs	3hrs	30	70	100	03
<b>PRACTICALS</b>							
MCJ:3.54A	Data Journalism	2hrs	2hrs	15	35	50	01
MCJ:3.5A	Fundamentals of Multimedia	2hrs	2hrs	15	35	50	01
MCJ:3.6A	Web Design and Development	2hrs	2hrs	15	35	50	01
MCJ: 3.7A	Lab Journal	2hrs	2hrs	15	35	50	01
TOTAL						800	<b>24</b>

### IV Semester

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 4.1	Digital Media Ecosystem	3hrs	3hrs	30	70	100	03
MCJ: 4.2	Social Media: Concepts & Strategies	3hrs	3hrs	30	70	100	03
MCJ: 4.3	Digital Marketing Tools & Strategies	3hrs	3hrs	30	70	100	03
MCJ: 4.4	Introduction to Virtual Content Development	2hrs	2hrs	15	35	50	02
MCJ:4.5	Applied Digital Media Production	2hrs	2hrs	15	35	50	02
MCJ:4.6	Creative Solution Design	2hrs	2hrs	15	35	50	02
MCJ:4.7	Web and Digital Publishing	2hrs	2hrs	15	35	50	02
MCJ:4.8	Dissertation/Documentary/ Research Project work	3hrs		50	50	100	03
<b>PRACTICALS</b>							
MCJ:4.4A	Introduction to Virtual Content Development	2hrs	2hrs	15	35	50	01
MCJ:4.5A	Applied Digital Media Production	2hrs	2hrs	15	35	50	01
MCJ:4.6A	Creative Solution Design	2hrs	2hrs	15	35	50	01
MCJ:4.7A	Web and Digital Publishing	2hrs	2hrs	15	35	50	01
TOTAL	<b>TOTAL</b>					800	<b>24</b>

## II Semester RADIO AND TELEVISION JOURNALISM

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 3.1	Writing and Reporting Techniques for Radio	3hrs	3hrs	30	70	100	03
MCJ: 3.2	Writing and Reporting Techniques for Television	3hrs	3hrs	30	70	100	03
MCJ: 3.3	Fundamentals of Audio, Video and Light	3hrs	3hrs	30	70	100	03
MCJ: 3.4	Data Journalism	2hrs	2hrs	15	35	50	02
MCJ:3.5	Script writing	2hrs	2hrs	15	35	50	02
MCJ:3.6	Audio & Video Editing	2hrs	2hrs	15	35	50	02
MCJ:3.7	Lab Journal (Audio and Video Magazine)	2hrs	2hrs	15	35	50	02
MCJ:3.8	Media and Society (OPEN ELECTIVE)	3hrs	3hrs	30	70	100	03
<b>PRACTICALS</b>							
MCJ:3.4A	Data Journalism	2hrs	2hrs	15	35	50	01
MCJ:3.5A	Script writing	2hrs	2hrs	15	35	50	01
MCJ:3.6A	Audio and Video Editing	2hrs	2hrs	15	35	50	01
MCJ:3.7A	Lab Journal (Audio and Video Magazine)	2hrs	2hrs	15	35	50	01
<b>TOTAL</b>						800	<b>24</b>

## IV Semester

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 4.1	Advertising For Broadcast Media	3hrs	3hrs	30	70	100	03
MCJ: 4.2	Film Appreciation	3hrs	3hrs	30	70	100	03
MCJ: 4.3	Economics of Broadcast Media	3hrs	3hrs	30	70	100	03
MCJ: 4.4	Radio Programme Production	2hrs	2hrs	15	35	50	02
MCJ:4.5	Television Programme Production	2hrs	2hrs	15	35	50	02
MCJ:4.6	Introduction to Virtual Content Development	2hrs	2hrs	15	35	50	02
MCJ:4.7	Production Techniques for Digital Platforms	2hrs	2hrs	15	35	50	02
MCJ:4.8	Dissertation/Documentary/ Project work	3hrs	3hrs	50	50	100	03
<b>PRACTICALS</b>							
MCJ:4.4A	Radio Programme Production	2hrs	2hrs	15	35	50	01
MCJ:4.5A	Television Programme Production	2hrs	2hrs	15	35	50	01
MCJ:4.6A	Introduction to Virtual Content Development	2hrs	2hrs	15	35	50	01
MCJ:4.7A	Production Techniques for Digital Platforms	2 hrs	2 hrs	15	35	50	01
<b>TOTAL</b>						800	<b>24</b>

## II Semester ADVERTISING AND CORPORATE COMMUNICATION

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 3.1	Introduction to Marketing Communication	3hrs	3hrs	30	70	100	03
MCJ: 3.2	Fundamentals of Corporate Communication	3hrs	3hrs	30	70	100	03
MCJ: 3.3	Content Creation Techniques for Advertising	3hrs	3hrs	30	70	100	03
MCJ: 3.4	Data Journalism	2hrs	2hrs	15	35	50	02
MCJ:3.5	Visual Communication for Ad & Corporate Communication	2hrs	2hrs	15	35	50	02
MCJ:3.6	Social Media Strategies for Corporate Communication	2hrs	2hrs	15	35	50	02
MCJ:3.7	Lab Journal (Audio, Video and Digital Production)	2hrs	2hrs	15	35	50	02
MCJ:3.8	Media and Society (OPEN ELECTIVE)	3hrs	3hrs	30	70	100	03
<b>PRACTICALS</b>							
MCJ:3.4A	Data Journalism	2hrs	2hrs	15	35	50	01
MCJ:3.5A	Visual Communication for Ad & Corporate Communication	2hrs	2hrs	15	35	50	01
MCJ:3.6A	Social Media Strategies for Corporate Communication	2hrs	2hrs	15	35	50	01
MCJ:3.7A	Lab Journal (Audio, Video and Digital Production)	2hrs	2hrs	15	35	50	01
<b>TOTAL</b>						800	<b>24</b>

### IV Semester

Sem/ Code	Paper Title	Week/ Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 4.1	Media Strategies for Corporate Communication	3hrs	3hrs	30	70	100	03
MCJ: 4.2	Digital Media Strategies for Advertising	3hrs	3hrs	30	70	100	03
MCJ: 4.3	Writing Techniques for Corporate Communication	3hrs	3hrs	30	70	100	03
MCJ: 4.4	Creative Strategies for Advertising	2hrs	2hrs	15	35	50	02
MCJ:4.5	Public Relations Case Studies	2hrs	2hrs	15	35	50	02
MCJ:4.6	Media Planning, Buying and Selling	2hrs	2hrs	15	35	50	02
MCJ:4.7	Writing and Story Telling Across Platforms	2hrs	2hrs	15	35	50	02
MCJ:4.8	Dissertation/Documentary/ Project work	3hrs	3hrs	50	50	100	03
<b>PRACTICALS</b>							
MCJ:4.4A	Creative Strategies for Advertising	2hrs	2hrs	15	35	50	01
MCJ:4.5A	Public Relations Case Studies	2hrs	2hrs	15	35	50	01
MCJ:4.6A	Media Planning, Buying and Selling	2hrs	2hrs	15	35	50	01
MCJ:4.7A	Writing and Story Telling Across the Platforms	2hrs	2hrs	15	35	50	01
<b>TOTAL</b>						800	<b>24</b>

II SEMESTER

## MCJ-2.1 THEORIES OF COMMUNICATION

**Objective:** To expose students to classical and contemporary theories of communication and to prepare students to examine the validity of theories in media discourse.

### Unit I

Sociological Dimensions- Scope and functions of communication in the society, Social aspects in shaping communication behavior, Influence of socio-culture institutions. Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Gate keeping.

### Unit II

Psychological Theories: Social Learning Theories, Balance theories, Information theories, Individual Difference Theory, Selective Exposure, Selective Perception and Cognitive Dissonance.

### Unit III

Sociological Communication Theories: Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Diffusion of Innovations, Dependency theory and Spiral of Silence.

### Unit IV

Critical and Cultural Theories: Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams) Mass Society theory.

### Unit V

International Communication Theories: Propaganda, Public Sphere and Opinion New World Information and Communication Order, Globalization.

### Books for Reference:

1. Baran and Davis, Mass Communication Theory (covers Unit III, IV, V)
2. Baran, S. J. & Davis, D. K. (2012). Introduction to Mass Communication Theory: Foundations, Ferment and Future, 5th Indian Edition, Cengage Learning.
3. Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers III, IV, V)
4. Dennis, M.Q. (2012). Mass Communication Theory, 6th South Asian Edition, Sage. Fiske, J. (1982). Introduction to Communication Studies, Routledge, London.
5. Harold Lasswell, 1995, "The Structure and Function of Communication in Society." In Approaches to Media: A Reader Edited by Oliver Boyd Barrett and Chris Newbold, London, Arnold.
6. Harris, C.R.& Lester,P.M.( 2002).Visual Journalism: A Guide for new media professionals, Allyn and Bacon.

7. Jackson, S.L. (2011). Research Methods: A modular approach, Cengage Learning. John Fiske, 1982. Introduction to Communication Studies, Routledge.
8. Keval J. Kumar, Mass Communication in India by Keval J. Kumar Jayco Publications.
9. Kevin Williams, Understanding Media Theory.
10. Lester, P. M. (2006). Visual Communication: image and messages, Thomson Wordsworth.
11. Littlejohn, S.W., Foss K. A. (2008). Theories of Human Communication, Lyn Uhl, Michael Ruffner and Michael Burgoon, Interpersonal Communication (Unit I) Narula, U, (2006) Communication Models, Atlantic Publishers.
12. Schramm, W.& Roberts, D. F. (1971). The process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
13. Uma Narula, (2006) Handbook of Communication: Models, Perspectives and Strategies Atlantic Publications V
14. ivian, J. (2011). The Media of Mass Communication, Prentice Hall.
15. Wilbur Schramm and Donald F. Roberts (ed) 1971, The process and Effects of Comuunication, University of Illinois Press.
16. Williams, K. (2003). Understanding Media Theory, Bloomsbury Academic

## MCJ-2.2: COMMUNICATION FOR DEVELOPMENT

**Objective:** To enable the students to understand factors governing national development, and prepare them to critically evaluate developmental approaches and programmes.

### Unit I

Concept of development – origin, definitions, meaning, characteristics, models, indicators, obstacles, causes and solution for under-development, science, technology and development.

### Unit II

Development communication – origin, meaning, concept, definition, philosophy.

### Unit III

Role of communication and information in development - development support communication, media selection and message design for development, conventional and new media for development, multimedia and development.

### Unit IV

Major theories and models of development communication- Dominant paradigm, Communication approaches, Dependency theory, New paradigm of development, Bipolar theories of development, Communitarian theory of development, Alternative concepts of development, Socialistic model, Integrated rural development of McNamara, self-help groups, participatory concepts and Gandhian model of development.

### Unit V

India and development - industrialization and globalization, rural development –MNREGA, rural education and public health. TV and Indian development – SITE, educational programmes, KHEDA, INSAT, EDUSAT, radio and development, radio rural forums, community radio, case studies in development communication.

### Books for Reference:

1. Mass Media & National Development - Wilbur Schramm
3. Communication & Development - Y.V.L. Rao
5. Media & Development - M.R.Dua
7. India's Information Revolution - Arvind Singhal & Everett M.Rogers
8. Perspectives on Development Communication - Shirley White& SadanandanNair
9. Mass Media & Rural Development - Aravind K.Singhal
10. Communication Policy for National Development - Majid Tehranian
11. Designing Messages for Development Communication - Bella Mody
12. Rethinking Development Communication - N.Jayaveera&AmunaGama
13. Participatory Communication for Social Change - Jan Servaes
14. Communication for Development - Srinivas Melkote
15. Development Discourses: Issues & Concerns - T.K. Omme



## MCJ-2.3: COMMUNICATION RESEARCH

**Objective:** The primary objective of this paper is to understand basic concepts of communication research and its methodologies, as well to learn systematic understanding of mass communication research methods including research design, formation of appropriate research problem and its parameter, data collection and analysis and to understand difference between qualitative and quantitative research.

### Unit I

Research Process: Nature and scope of communication research- development of mass media research-characteristics of scientific research-definition of research-basic and applied research.

### Unit II

Research Procedures: Selection of research topic- literature review-setting hypothesis and research questions-data collection-analysis and interpretation of the data.

### Unit III

Research Approaches: Elements of research-Qualitative research method – field observations-focus groups-case studies. Content analysis – Definitions- steps in content analysis- reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components. Combined qualitative and quantitative designs. Sampling methods- procedures.

### Unit IV

Data analysis: Introduction to Statistics – Basic statistical procedure- techniques for communication research – Measures of central tendencies-frequency distribution-tests of significance-reliability-validity and correlations-SPSS package.

### Unit V

Report writing: Writing research project- styles of presenting research findings – chapterization-essentials of thesis/ dissertation-ethics in research – major trends in mass communication research in India.

### Books for Reference:

1. Berger, A. A. (2013). Media analysis techniques. Sage Publications.
2. Creswell, J. W. (2013). Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.
3. Kerlinger, F. N. (1979). Behavioral research: A conceptual approach. Harcourt School
4. Lowery, S., & DeFleur, M. L. (1995). Milestones in Mass Communication Research: Media Effects.
5. Stempel, G. H., & Westley, B. H. (1989). Research methods in mass communication. Prentice Hall.
6. Wimmer, Roger, and Joseph Dominick. (2013). Mass media research. Cengage learning

## MCJ-2.4: ADVERTISING AND CORPORATE COMMUNICATION

**Objective:** Emphasizing the strong functional linkages that exist in practice between Advertising and Corporate Communication. This paper combines both, Advertising and Corporate Communication. In recent years, the addition of online advertising has opened further possibilities. Students will understand concepts relating to Sales, Advertising, Creative Design and Market Research and new Corporate Communication Strategies.

### Unit I

Definition and Scope of Advertising, Advertising Principles, Objectives, Evolution of Advertising, Classification of Advertising, Difference between Advertising, Public Relations, and Publicity, Principles of Persuasions, Social and Economic Aspects of Advertising.

### Unit II

Advertising as a tool of communication, Role of advertising in Marketing mix, Advertising Media & Advertising Agency Characteristics of Different Mediums Print Media: Newspaper, Magazine, Poster, And Direct Mail, Electronic Media: Radio and Television – Concept of Out-of-Home Media (OOH) and Indoor Media, New Media: Online Ads, Blogs, Spam, Media Mix, Media Planning, Media Strategy –Role of an Ad Agency, Various Departments of an Ad Agency, Campaign Planning

### Unit III

Advertising Theories and Models, AIDA, Model, DAGMAR Model, Maslow's Hierarchy, Model, Communication theories applied to advertising. Advertising and Society, Economic, Cultural, Psychological, Gender, Ethical aspects. Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies.

### Unit IV

Evolution and History of Public Relations, Origin of Public Relations in India, Definition of Public Relations, Public Relations and Kinds of Public Relations, Basic Principles of PR, Publicity, Propaganda, Public Affairs, Lobbying, Marketing PR, Corporate PR, Publicity Bureau, Public relation Process, PRCE Model.

### Unit V

Corporate Communication and Management, Strategic Public Relations, Defining Strategy and its Relevance in Public Relations and Corporate Communication, Public Relations Planning, Stakeholders, Role of Public Relations in Crisis, Disaster Management, Conflict Resolution, PR Campaign, Making House styles, logo.

Books for Reference:

1. Aaker, Myers & Batra, Advertising Management.
2. Black Sam & Melvin L. Sharpe, Practical Public Relations, Universal
3. Cees, B. M., Riel, Van, Fombrun and Charles J. (2007). Essentials of Corporate Communication.
4. Chunawalla, Advertising Theory and Practice, Himalaya Publishing House
5. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
6. Cutlip, S (1995). Effective Public Relations, et al, London.
7. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books Delhi
8. Dennis L. Wilcose & Glen T, Public Relations, Pearson
9. Douglas Torin, The Complete Guide to Advertising, MacMilan, London
10. Mohan Mahender Advertising Management: Concepts & Cases Tata McGraw Hill Publishers

## MCJ-2.5: INTRODUCTION TO DIGITAL MEDIA PRODUCTION

**Objectives:** The emergence of New Media has affected everyone in today's world. The student of Mass Communication can ignore the New Media at his/her own peril. Through this course the student is taught the basics of this medium, the technology involved, its architecture, its variety, reach, effect and issues.

### Unit I

Evolution & History of Digital Media Era and expansion of digital communication, Search engine content optimization, Hyperlinks, writing for the web, editing online, Reporting writing and structuring, online users, gathering and editing images – Audio and video tweets.

### Unit II

Web as a medium of journalism, Definition of convergent journalism, its evolution, Technology and convergence, scope of convergent journalism, the difference between the virtual and real, The Web—and a converged multimedia news environment, Brief Introduction to major Indian News Portals, Social Networking Websites, Face book- You tube, Alternative Media

### Unit III

Digital Divide, Cyberspace, Public Sphere, Democratization, Social Media internet/Online activism, Citizen Journalism, Cyber Crime, Audience analysis & content planning, Digital impact on Culture, Case studies.

### Unit IV

Online Journalism, Concepts and evolution of Internet as a medium, News on the web: newspapers, magazines, radio and TV newscasts on the web, writing for online media, different genres, conduct research online, determine reliability of sources found, Online Entertainment media, E publishing, E Paper, E zines Social, Ethical, Political and Legal issues related to New Media, Intellectual Property Rights (IPR) and New Media, Security Issues

### Unit V

Social Media and Citizen Journalism, Social networking; Introduction to social profile management products: Facebook, LinkedIn. Social Collaboration, virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Social publishing, Flickr, Instagram, YouTube, Sound cloud. Citizen Journalism- Concept, Case studies, Blogging- a brief history of blogs, blogs as narratives, bloggers as journalists and 'opinionists'.

### Books for Reference:

1. Howard, Philip, N. and Steve Jones, 2003, Society Online: The internet in Context, Sage,
2. Thulow, Crispin, Laura Lengel and Alice Tomic, 2004, Computer Mediate Communication, London, Sage,
3. Mirabito , Michael M. A., 1994, The New Communication Technologies, Focal Press,
4. Minasi, 1999, Expert guide to Windows98, BPB Publications,
5. Stultz A Russel (2000) Office 2000, BPB Publications.
6. S. Jaiswal, 1999, Fundamentals of Information Technology, Galgotia Publications, New Delhi,
7. Stephen Quinn and Vincent Falk, Convergent Journalism: An Introduction, Focal Press
8. Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media
9. August E Grant, Understanding Media Convergence, Oxford University Press.

## MCJ: 2.6: INTRODUCTION TO RADIO AND TELEVISION JOURNALISM

**Objective:** This paper gives students a chance to take their skills in the field of Radio and Television Journalism. The students will be given hands-on practice, to the fundamental principles, techniques, and to learn for better audio-visual storytellers from Anchoring to "on-camera" reporting. The main aim to teach this paper is to produce skilled and trained journalists, for all the streams of Radio and Television journalism what we call reporters, copy editors, anchoring, news reader and producers.

### Unit I

Introduction to Radio: Characteristics of Radio: Radio in Today's Mass Media Scenario, Strength and Weakness, Development of Radio in India: Pre-Independence period, Post-Independence period. Types of Radio: Campus Radio, Community Radio: Rules and Regulation; License Procedure; Required Infrastructure; cost and Organizational Setup, Private/Commercial Radio.

### Unit II

Introduction to Television Journalism: Evolution and development of TV, Television Broadcasting- Main Characteristics, History of TV in India, Internet Television. Contemporary trends, Indian TV Industry: Main features, trends and issues, Public service TV broadcasting: Role, Challenges, trends and future, Commercial TV broadcasting.

### Unit III

Basic Concept of Sound and Production, Mechanism of Recording, Microphone: Types, Basic Design & function, Polar Diagrams of Mikes, Basics of Radio Formats, Radio News Writing Basics of Radio Interview, Radio Features, Basics of Radio Script Writings, Radio Programme Production Techniques. Radio Talks and Discussions, Basics of Recording, Editing and Mixing of Sound,

### Unit IV

Electronic News Gathering (ENG), Planning for News Stories, Types of Television News Stories, Sound Bites, Elements of TV News Story, Structure of News Story and Commentary. TV Reporters/ Stringers, Basics of TV News Script Writing, Piece-To-Camera (PTC), Basics of TV Interview Techniques, Basics of Television Programmes Production. Production of News Bulletin, Grammar and Style, Use of Quotations and Attributions, Basics of Video Editing, Dubbing and Sub-Titling, Film Library/Archives, Use of Graphic and Animation.

### Books for Reference:

1. Andrew Boyd, Peter Stewart & Ray Alexander: Broadcast Journalism: Techniques of Radio and Television News, Focal Press
2. Frank Barnas: Broadcast News Writing, Reporting and Producing, Routledge
3. Gary Hudson, Sarah Rowlands: The Broadcast Journalism Handbook, Routledge
4. Guy Starkey, Andrew Crisell: Radio Journalism, SAGE
5. Ivor Yorke, Ray Alexander: Television News, Focal Press
6. Jane Chapman, Marie Kinsey: Broadcast Journalism: A Critical Introduction, Routledge
7. Phillip L. Harris: Television Production & Broadcast Journalism, Goodheart-Willcox Company
8. Paul Chantier & Peter Stewart: Basics of Radio Journalism, Focal Press
9. Ricky Thompson: Writing for Broadcast Journalists, Routledge
10. Stephen Cushion: Television Journalism, SAGE
11. Stephen Jukes, Katy McDonald & Guy Starkey: Understanding Broadcast Journalism, Routledge

## MCJ: 2.7: LAB JOURNAL

**OBJECTIVE:** The paper is aimed at familiarizing students to various aspects of newspaper. It provides them a glimpse of actual working atmosphere in print medium.

### Unit-I

Evolution and development: Introduction to lab journal, history of lab journals and its evolution over the years. A brief history on growth of lab journals in India. Importance and necessity of lab journals in moulding students in universities.

### Unit-II

Types of lab journals: Traditional lab journals. Change in format and content with improvement in technology. New concepts with advent of digital technology. Vernacular and bilingual journals. Pros and cons of paid and free lab journals.

### Unit-III

Contents: Reporting, editing, proof reading, writing editorials, writing features, writing film/drama reviews, interviews. Book reviews, Photo editing, cropping and info graphics.

### Unit-IV

Design and style: Drawing dummies, planning pages and content, software's used for designing lab journal. From typesetting to digital developments. Traditional lab journals, improvements over time and digital version.

### Unit-V

Circulation and marketing: Free copies, paid copies, pay and use copies, sale on campus, sending copies by post, sending e-paper by mail.

### Books for References

The Newspaper Designer's Handbook by Tim Harrower

The Complete Editor by Edward Mullins

New Subediting: For Quark Users by F W Hodgson

Elements of Newspaper Design by Steve Ames

The Best of Newspaper Design by Society of Newspaper Design

<https://www.makeitmissoula.com/2020/12/best-software-for-designing-print-media/>

<https://pagination.com/desktop-publishing-software/>

<https://www.theatlantic.com/ideas/archive/2019/08/death-college-newspapers/595849/>

<https://www.gazettenet.com/StudentNewspapers-hg-101219-29230695>



## MCJ: 2.8: MEDIA ENTREPRENEURSHIP (Soft Core)

**Objective:** The Media Entrepreneurship course will provide the knowledge and skills to the students to become an entrepreneur. Students will understand the process of analyzing a business opportunity and preparing business plan.

### Unit-I

Understanding the Basics of Media Entrepreneurship: Evolution, Growth and Expansion of Printing Press, Radio, Television and Digital Media; Concept, Definition, and Characteristics of Media entrepreneurship; Classification and Types of Media entrepreneurs, Evolution of Business Journalism; Current Challenges.

### Unit-II

Role of Media Entrepreneurship: Innovation; Start-up Companies; New Models; Future of Journalism; Creation of News and Information Entrepreneurship; Emerging media Ecosystem and Digital Revolution; Changes in Business and Distribution of News and Information; Big establishments to Single room News Operation; Emerging New Media Outlets.

### Unit-III

Ownership Pattern: Sole Proprietorship; Partnership; Private Limited Companies; Public limited companies; Public/State Media; Community Media; Joint Ventures; Vertical Ownership; Employee Ownership; Trusts; Co-operatives; Political Parties Ownership; Religious Institutions (societies) and Group/Chain Ownership; Transnational Companies; Policy formulation – planning and control; problems.

### Unit-IV

Basic Media Entrepreneurial Processes: Creativity; Business Plan and Creation; Implementation; Organizational Structure: Functions of Different Departments; Budgeting; Finance; Circulation; Accounting; Metrics; Market Analysis; Taxes; Licensing; New Product Introduction; Sales; Revenue Generation; Apex/Regulatory Bodies: DAVP; PCI; NBA; INS; NRS; ABC and TRAI

### Unit-V

Understanding the Market: Business Dynamics; Opportunities in the News Industry; Perspective of Existing the Start-up Media organization; Leadership; Value of Editorial Judgment; Ethical and Privacy Issues in Media Business.

### Books for Reference:

1. Baumol, W. J. (2002). The free-market innovation machine: Analyzing the growth miracle of capitalism. Princeton, NJ: Princeton University Press.
2. Briggs, Mark (2012). Entrepreneurial Journalism: How to build what's next for news. CQ Press, Thousand Oaks, CA.
3. Drucker, P. F. (1985). Innovation and entrepreneurship practice and principles. Harper and Row. New York
4. Foss, N.J. and Klein, P.G. (2012) Organizing Entrepreneurial Judgment: A New Approach to the Firm, 1st ed., Cambridge University Press, New York.
5. Grueskin, Bill; Seave, Ava; and Graves, Lucas (2011). The Story So Far: What We Know About the Business of Digital Journalism. Columbia Journalism School, Tow Center. Available online
6. Hang, M. (2016). Media Corporate Entrepreneurship. Springer Publications.
7. Hisrich, R. D., & Ramadani, V. (2017). Effective Entrepreneurial Management. Springer International Publishing
8. Jeffrey, Robin (2000): India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press 1977-99, New Delhi: Oxford University Press.
9. Kay, Jeff and Quinn, Stephen (2010). Funding Journalism in the Digital Age, Peter Lang Publishing, New York.
10. Kumar, Keval J (1995) Media Education, Communications and Public Policy: An Indian Perspective, Bombay: Himalaya Publishing House.

## Practical's

### MCJ-2.4A: ADVERTISING AND CORPORATE COMMUNICATION (Practical)

1. **Print Advertisement:** Create 2 advertisements for a newspaper and a magazine. The advertisements should contain all the textual and visual elements.
2. **Radio Advertisement:** Produce a 60 seconds advertisement for a product or service of your choice. The AD should include all the elements of a Radio Advertisement.
3. **Television Commercial:** Produce a 60 seconds advertisement for a brand/ product/service of your choice. The AD should contain all the essential elements of a TV commercial.
4. **Advertising Campaign:** Students shall work in group and create an AD campaign for any product/service for medium of their choice print/Radio/Television/Web.
5. **Corporate Communication using social media:** Students shall choose an organisation of their choice and create a corporate communication strategy using social media for the external stakeholders.
6. **Creating a CSR initiative:** Students shall work in teams and create Corporate Social Responsibility initiatives on behalf of their departments/colleges. Post execution measure the impact of the initiative on the benefactors and the organisation.

### MCJ-2.5A: DIGITAL MEDIA PRODUCTION (Practical)

1. **Creating Content:** Students shall learn how to create the content for different web based platforms, prepare and publish the content.
2. **YouTube channel:** Each student shall have a one YouTube Channel link to University/Department/College website practise and post the journalistic content on weekly basis
3. **Critical current issues:** Students shall produce a segment on analysis on critical current issues and promote it on their social page it shall be link to University/Department/College website.
4. **Create and upload XHTML web pages:** Students shall learn and practice the Web Design – Present Story Outline for major multimedia project. Photography – Create Photo Essay using JavaScript Web Design – Develop Website with Storyboard for video. Video – Capture & Edit video using good camerawork and editing techniques. Animation – Design Animation using Flash to communicate key facts or concepts.
5. **Writing to blogs:** Students shall create a one Blog and post the features or issues.

### MCJ-2.6A: RADIO & TELEVISION JOURNALISM (Practical)

1. **Script:** Through this practice the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research, prepare rough draft and then final script. The script is to be written for a radio program of 5 minutes. The students will have to write script on any of the following:
  - i. Social Advertisement
  - ii. Humorous Program/Satire
  - iii. Musical Program
  - iv. Short skit
2. **Radio Interview:** This is a very basic Radio exercise. The students will have to conduct ONE interview for the Radio medium which will be of 5 minutes. The students can interview any person on the campus but it should be relevant to their course. The student will learn to write the script, ask questions, record the voice and edit.
3. **News Feature:** The students will have to prepare ONE news based program for Radio. The student will have to write the script and the headlines and then the news. This program should not be of more than 5 minutes. They students can also make a Reporting for Radio in this segment.
4. **Jingle/RJ Program:** The student will have to prepare a Jingle or an RJ Program for which he/she shall write a script also. It should not be of more than 5 minutes.
5. **VO:** In the VO project each student use video and natural sound to help tell a story. Each student chooses a topic, shoots video, writes copy, narrates and edits a 60 second segment.
6. **VOSOT with stand-up (PTC):** Students learn introductory techniques of —stand-ups/PTC. The stand-up, the on-location appearance of the reporter on camera, will be written, taped and added to the VOSOT. Each Student will shoot their own footage, conduct interviews, write, narrate and edit the VOSOTS with. Completed projects run approximately 45-60 seconds —stand-ups/PTC.
7. **TV Interview:** Students learn introductory techniques of —TV Interview. Students will be taught how to produce and direct a TV interview in a studio. A group of two students will prepare a TV Interview of any personality and conduct interviews of a duration of 10-15 minutes on online setup in the studio and edit it.
8. **Television programme script writing:** Through this practice the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research, prepare rough draft and then final script. The script is to be written for a television program of 5 minutes.

### MC-207: LAB JOURNAL (Practical)

The Lab Journal shall be weekly and each student shall produce textual and photographic content on a given theme each week. Every student will be assigned to produce a one lab journal practical paper at the beginning of the II Semester under the supervision of one faculty. The practical paper of lab journal will be on the topics relating to any media issue of the university.