

**MASTER'S PROGRAMME UNDER NEW EDUCATION POLICY,
2020**

Journalism & Mass Communication



Date of approval in Academic Council- 02.06.2023

MA in JOURNALISM & MASS COMMUNICATION

Preface

The syllabus for the MA programme in Journalism & Mass Communication is comprehensive covering the various aspects of the discipline, such as Communication Theory and Research, History of Media, Television and Film Studies, New Media, Advertising and Public Relations. The basic objective of the course is to train the students with the required knowledge, skills and aptitude to man the various media organisations in the country. The programme outline is prepared to offer a perfect blend of theoretical knowledge and practical exposure to the students through subjects like writing for media, media production, and corporate communication. Moreover the course also aims to orient the student towards research perspectives as well.

The proposed syllabus also has interdisciplinary components as the discipline of Journalism and Mass Communication draws inputs from other Humanities and Social Science disciplines like Anthropology, Psychology, Sociology, Philosophy and Literature. The syllabus has been designed keeping in view the specific needs of the Journalism & Mass Communication students at the Masters level and it will facilitate the participatory learning process. Throughout this programme, students are encouraged to prepare portfolios, short films and research projects in the form of assignments. Classroom and outdoor activities are conducted to enhance students' media communication skills. Regular industrial interactions and internship are included in the syllabus to provide hands-on training/experience to the students.

Program Outcomes (PO's)

- **PO1: Domain Knowledge in Mass Communication:** Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.
- **PO2: Communication Skills:** Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- **PO3: Modern Tool Usage:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- **PO4: Problem Solving Skills:** Show a sense of inquiry and investigation for raising relevant and contemporary problems, synthesizing and articulating them to solve live problems and challenges.

- **PO5: Values, Ethics & Contribution to Society:** Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving the society and community for sustainable development.
- **PO6: Leadership, Management and Entrepreneurial Traits:** Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.
- **PO7: Innovation and Research Related Skills:** Identify, formulate, research, and analyse the literature and problems and reach logical and innovative solutions and conclusions.
- **PO8: Lifelong Learning:** Develop into lifelong learner and consistently updating with current knowledge, skills and technologies.

Program Specific Outcomes (PSO's)

- Ability to apply the techniques of reporting, writing and designing skills in print media, Broadcast and Digital media.
- Work on the various editing software and hardware used in the media organisation and journalism field
- Ability to apply different research techniques and strategies on wide cross sections of their specific emphasis.
- Prepared in the managerial aspects of Broadcast and New Media as required by the industry. Trained in Marketing management and Brand Management of various media products.
- Communicate effectively across various platforms of Media. At the end of the course will be having hands on experience with extensive training and media exposure through formal internships.

JMC Course Outline as per NEP 2020

<i>First Semester</i>		No. of Credits
JMC-CC-500	Introduction to Communication Studies	4
JMC-CC-501	History of Media	4
JMC-DSEC-502	Writing for Media	4 (Practical)
JMC-DSEC-503	Media Production	4 (Practical)
JMC-GEC-504	Visual Cultures	4
<i>Second Semester</i>		No. of Credits
JMC-CC-505	Media Management	4
JMC-CC-506	Media Laws & Ethics	4
JMC-DSEC-507	Advertising and Content Strategies	2+2 (Theory and Practical)
JMC-DSEC-508	Digital Media Studies	4
JMC-RM-509	Research Methodology and Proposal Writing	4
JMC-SEC-510	Corporate Communication	2+2 (Theory and Practical)
<i>Third Semester</i>		No. of Credits
JMC-CC-600	Internship	4 (Practical)
JMC-CC-601	Communication for Development	4
JMC-CC-602	Communication Research	4
JMC-DSEC-603	Media, Culture & Society	4
JMC-DSEC-604	Television Studies	4
JMC-DSEC-605	Film Studies	4
<i>Fourth Semester</i>		No. of Credits
JMC-DSEC-606	Research Project	16
	Viva- Voce	4

FIRST SEMESTER

PAPER JMC-CC 500: INTRODUCTION TO COMMUNICATION STUDIES

Course Objectives: *This paper introduces students to various theories and models of communication while helping them to understand the various theoretical perspectives that drive communication research. The paper helps students to understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.*

Learning Outcomes:

LO1: Acquire knowledge of the process of communication and become aware of its effects.

LO2: Apply communication theories and models of communication in programmes.

LO3: To be able to test the various models and theories of communication in real life situation.

LO4: To understand the role of different models in communication process.

Unit I - Introduction

Definition, nature and process of human communication. Functions of communication characteristics, stages, growth and development. Communication Barriers. Types of Communication: Verbal and nonverbal, Intrapersonal, Interpersonal, Group, Small Group, Public and Mass Communication.

Unit II – Models of Communication

Nature and process of mass communication. Mass Communication and culture — mass culture, popular culture and folk culture; Traditional and folk communication. Folk Communication in the context of North-East India; Models in mass communication research- SMR, SMCR, Shannon and Weaver, Lasswell, Westley and McKlean, Osgood & Schramm, Dance, Gerbner, Newcomb, Convergence, Transactional.

Unit III – Theories of Communication

Media systems and theories: Magic Bullet theory; Personal Influence Theory: Two Step Flow, Multi Step Flow, Agenda Setting Theory, Gatekeeping Theory, Cultivation Theory, Uses and Gratifications, Theory of Socialization, Theory of Cognitive Dissonance; Psychological or Individual Difference Theory. Normative Theories: Authoritarian, Libertarian, Marxist, Social-Responsibility, Development, Democratic-Participant.

Unit IV – New Media

Introduction to New Media: Meaning, scope and characteristics of new media. Traditional media versus new media. The social form of new media- Rise, uses and impact. Online journalism, citizen journalism. Participatory culture fostering a new participatory democracy – Political uses of New Media. Ethical concerns in New Media.

Core Readings:

Denis McQuail, *Mass Communication Theory*, Sage South Asia: 2010.

Kewal J Kumar, *Mass Communication in India*, Jaico Publishing House: 2000.

Melvin L. DeFleur & Sandra J. Ball-Rokeach, *Theories of Mass Communication*, 5th Edition, Longman: 1989.

Julia T. Wood, *Communication Mosaics: An Introduction to the Field of Communication*, Cengage learning: 2010.

Dan Laughey, *Key Themes in Media Theory*, OUP: 2007.

Denis Mcquail and Sven Windahl, *Communication Models for the study of Mass Communications*, 2nd Edition, Routledge: 2015

Additional Readings:

John Fiske, Henry Jenkins, *Introduction To Communication Studies*, 3rd Edition, Routledge: 2010.

S Narula, *Mass Communication: Theory and Practice*, Regal Publications: 2011.

Vir Bala Aggarwal, V.S. Gupta, *Handbook of Journalism and Mass Communication*, Concept Publishing Company: 2001.

PAPER JMC-CC 501: HISTORY OF MEDIA

Objective: *The paper aims to give the growth and development of media in the world and in India. History of Communication Technology and the history of the media are intertwined and both have influenced and continue to influence the other. This course will discuss some of the most significant events in the history of Media—including the development of media technology, the media industry itself, and its role and influence in society.*

Learning Outcomes:

LO1: *To demonstrate knowledge about the different origins of media.*

LO2: *Should be able to understand the major developments in media history, including the history and role of professionals in shaping communications.*

LO3: *To analyse the complex relationship between technological, social, cultural, and economic developments in media.*

LO4: *To be able to understand how media arrived in India and the coming of different forms of media in the country.*

Unit I – Advent of Printing

Bookmaking in the middle ages. History of Printing. Print Revolution in Context, Media and the Public Sphere in Europe, Impact of Print Technology . Communication from From Steam to Electricity, Print Capitalism. The beginning of Newspapers. Early American Newspapering, Women Printer's in Colonial America.

Unit II – Newspapers and Rise of Journalism

The History of the Penny Press. Newspapers in the Civil War. Artists as Journalists in the Civil War. The First Photograph. Photography and the Civil War. The History of the Magazine. The history of Yellow Journalism. World War I and the rise of the propaganda machine. Public Relations Vs Public Opinions. The History of the Typewriter. The History of the Telephone

Unit III – Different Aspects of Media

The History of the Telephone. Recording History. The First Sound Recording. The Invention of Radio. Popular Culture in the 1950s. The History of Television. Media in the 60s and 70s. The Coming of the Internet.

Unit IV – Printing Technology in India

Arrival of Print Technology in India. Early efforts to publish newspapers in different parts of India. Birth of the Indian language press. Evolution of print culture in different British provinces. Role of printing press in missionary activities. Print in North-Eastern region. Print culture and the rise in regional politics. The Arrival of Radio in India. A Brief History of Television in India

Core Readings

Keval J Kumar, *Mass Communication in India*, 3rd Edition, Jaico Publishing House: 2000

D S Mehta, *Journalism*, Allied Publishers; 2000

Elizabeth L. Eisenstein, *The Printing Revolution in Early Modern Europe*, Cambridge University Press: 2012

Asa Briggs and Peter Burke, *A Social History of the Media From Guttenberg to the Internet*, Polity Press: 2005

Lucien Febvre, Henri-Jean Martin, *The Coming of the Book: The Impact of Printing 1450-1800*, Verso/New Left Books Ltd: 2007.

Todd Gitlin, *Media Unlimited*, Revised Edition: How the Torrent of Images and Sounds Overwhelms Our Lives, Picador. 2007.

Additional Readings:

Vir Bala Aggarwal, V S Gupta, *Handbook of Journalism and Mass Communication*, Concept Publishing Company: 2001.

J Natarajan, *History of Indian Journalism*, Ministry of Information and Broadcasting: 2010

PAPER JMC-DSEC-502: WRITING FOR MEDIA

Objective: *The objective of this paper is to develop the writing skills of student and as well be able to deliver content for different media formats.*

Learning Outcomes:

LO1: To demonstrate knowledge about the different styles of print reporting.

LO2: Should be able to understand the different methods of script writing for each media

LO3: To be able to write scripts for different TV formats

LO4: To be able to write, develop content for social media.

Unit I

1. Print Reporting – News Stories, Features
2. Radio Script Writing,

Unit II

3. Writing for Television – Script and News Capsule
4. Screen Play writing for films

Unit III

5. Copy writing for classified / display advertisement for newspapers
6. Technical Writing

Unit IV

7. Content Writing
8. Writing for Social Media such as blog entries.

Students are required to submit a portfolio with the above mentioned assignments for the final examination.

PAPER JMC-DSEC 503: MEDIA PRODUCTION

Objective: *The objective of this paper is to make the students aware of different media formats and also equip them with the skill sets required to successfully produce programs in various genres and formats.*

Learning Outcomes:

LO1: To demonstrate knowledge about the different kinds of media genres.

LO2: Should be able to understand the different methods of production techniques for each media

LO3: To be able to prepare and conceptualize ideas for a theme based photo-shoots

LO4: To be able to write, develop content for radio.

Unit I

1. Feature Film/ Documentary Film

2. Video News program

Unit II

3. Video Advertisement
4. Radio Feature Program

Unit III

5. Radio News program
6. Radio Advertisement

Unit IV

7. Photo-shoot based on a theme.
8. Print Advertisement

Students are required to submit a portfolio with the above mentioned assignments for the final examination.

PAPER JMC-GEC-504 VISUAL CULTURES

Objective: The paper plans to provide analytical skills to understand image and visual language, as well as their formal, cultural, economic, political, historical, technological, industrial, and social properties.

Learning Outcomes:

LO1 Provide an historical account of major themes in representation from Plato to postmodern culture.

CO2. Demonstrate an understanding of the fundamental principles in the interpretation of symbolic and iconic texts.

CO3. Identify and articulate the cause and effect of significant historical developments in the field of visual culture.

CO4. Articulate the significance of key stylistic trajectories in the discourse of visual art and culture.

Unit I – Introduction to Art & Visual Culture

Introduction to Visual Culture, Art as social commentary Visual Power, Visual Pleasure, Visuality in everyday life Roland Barthes, excerpt from Mythologies, Sturken and Cartwright, Images, Power, and Politics, The Body and/in Representation Viewers Make Meaning, Art History and the East

Unit II – Painting to Photography

The age of Photography, The Death of painting and the birth of democratic image, Death and Photography, Iconic Photographs across the world, From Photo Noir to Post Photography, Colour as a Form of Photographic Manipulation, Digital as the death of Photography

Unit III – Social Media & Visual Technologies

Interlaces with Virtuality, Visual Technologies, Visual reality and everyday life Image Reproduction, and the Copy, Rethinking the Digital Age, Media in Everyday Life, Anatomy of a Facebook Scandal: Social Media as Alibi, Advertising, Consumer Cultures, and Desire, Scientific Looking, Looking at Science, New Media and the Spectacle of the War on Terror,

Unit IV – Debates in Visual Cultures

Do Images Have a Gender? Realism and Perspective: From Renaissance Painting to Digital Media Fetishizing the gaze, Queeering the gaze, Male Gaze, Visual Pleasure and Narrative Cinema, Modernity: Spectatorship, Power, and Knowledge, Popularity and cultural studies, Photography in India Susan Sontag on Photography,

Core Readings

Norman Bryson, Michael Ann Holly, and Keith Moxey, *Visual Culture: Images of Interpretation* (1994).

Berger, John, *Ways of Seeing*, Penguin: 2008

Mirzoeff, Nicholas, *The Visual Culture Reader* (Second Edition), Routledge: 2009.

Boylam, Alexis, *Visual Culture*, MIT Press: 2020.

John A. Walker, Sarah Chaplin, *Visual Culture: An Introduction*, Manchester University Press, 2006

Lisa Cartwright and Marita Sturken, *Practices of Looking: An Introduction to Visual Culture, Third Edition*, Oxford University Press, 2017.

Additional Readings

Sontag, Susan, *On Photograph*, Picador:2001

Roland Barthes, *Camera Lucida: Reflections on Photography*, Vintage: 1993

Elkins James, *Visual Studies: A Skeptical Introduction*, Routledge: 2003.

SECOND SEMESTER

JMC-ACC-505 MEDIA MANAGEMENT

Objective: *The objective of this paper is to give the knowledge about how the media organisations are managed and their functioning.*

Learning Outcomes:

LO1 The students will be able to Compare communication and media management styles and evaluate their effectiveness in enterprises within the creative industries

LO2 The Students will be able to analyze the economic structure of content industries and businesses.

LO3 The students will be to analyze business strategies underlying content marketing and exploitation.

LO4 The students will be able to Analyze audience measurement and activity across media platforms, including broadcast ratings, website activity, downloads.

Unit I – Media as Industry

Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Process and prospects of launching media ventures.

Unit II – Components of Media Industries

Organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections. Apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit III – Aspects of Media Management- I

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, competition and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Unit IV- Aspects of Media Management- II

Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling,

transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human resource development for media. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Core readings:

Vanita Kohli-khandekar, *The Indian Media Business*, Response Books:2004.

Alan B.Albarran, *Management of ElectronicMedia*. Cengage Learning; 5 edition: 2012.

David Croteau &WilliamHoynes, *The Business of Media : Corporate and the Public Interest*. Second edition,Pine Forge: 2005.

Kothari, Gulab. *Newspaper Management in India*, Intercultural Open University. 1995.

Williams, Herbert Lee. *Newspaper Organisation and Management*. 5th edition, Iowa State Pr: 1955.

Additional readings:

Gunarathne, Shelton, A. *Handbook of Media in Asia*, Sage Publications. 2000.

Holt, David H., *Management: Principles and Practice*. Prentice-Hall. 1992

JMC-ACC- 506: MEDIA LAWS AND ETHICS

Objective: *The objective of this paper is to provide the basics of the legal aspects concerning media. This course explores the relationship between the concepts of ethics and media*

Learning outcomes:

LO1Students will be able to discuss media laws in India and the world and the Right of Freedom of Speech and reasonable restrictions applicable.

LO2Students will also be able to demonstrate critical thinking on media regulation in India and also demonstrate an understanding of the nature of ethics and morality in journalism

LO3 Students will be able to introspectively reflect on the ways in which all of us, as individuals, play a part in the creation and dissemination of media.

LO4. Students will be able to articulate the critical importance of ethics to both traditional forms of media, such as journalism, as well as modern forms of social media.

Unit I - Laws

Fundamental rights – freedom of speech and expression and their limits. Media during emergency. Parliamentary privileges and media. Contempt of Courts Act 1971 – civil and criminal law of defamation. Relevant provisions of Indian Penal Code with reference to sedition – crime against women and children; laws dealing with obscenity.

Unit II – Media Laws

Official Secrets Act, 1923. Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955. Cinematograph Act, 1953. Prasar Bharati Act. Information technology convergence legislations including cyber laws and Cable Television Act. Copyright act 1957. Privacy and piracy laws. RTI Act (2002). Regulating Digital Space

Unit III – Ethics & Concerns

Ethical problems including privacy, right to reply. Communal writing and sensational and yellow journalism; cheque book journalism. Sting operations, ethical issues related with ownership of media. Trial by media.

Unit IV – Media Regulatory Institutions

Role of press council and press ombudsmen. Press Council of India and its broad guidelines for the press – codes suggested by Press Council and Press Commissions, codes for radio, television, advertising and public relations.

Core Readings:

Matthew Kieran, *Media Ethics*, Routledge: 1998.

Clifford G. Christians, Mark Fackler, Kim B. Rotzoll, *Media Ethics: Cases and Moral Reasoning*, Addison-Wesley Longman: 1995.

Patrick Lee Plaisance, *Media Ethics: Key Principles for Responsible Practice*, Sage Publications (CA): 2008.

D D Basu, *Law of the Press*, Lexis-Nexis India: 2002.

Madhavi Divan, *Facets of Media Laws*, Eastern Book Company: 2018.

Additional Readings:

B. Manna, *Mass Media and Related Laws in India*, Academic Publishers: 2014.

P. P. Singh, et. al. *Media, Ethics and Laws*, Anmol: 1998.

Mark Fackler, et. al., *Media Ethics -Cases and Moral Reasoning*, Longman: 1995.

JMC-DSEC-507 ADVERTISING AND CONTENT STRATEGIES

Objective: The objective of this paper is to provide the history, process and importance of advertising, and learn about the role of public relations and various tools and strategies of planning public relation/campaigns.

Learning Outcomes:

LO1: To understand the concept of advertising and its functions.

LO2: Students will be able to apply their creativity in developing advertising.

LO3: Develop the skills to work in the field of advertising.

LO4: Understand the workings of an advertising agency.

Unit I - Advertising

Advertising: history, definitions, classifications. Marketing mix. Various media for advertising. Ad agency management. Client related issues and the process, business development, pitching for accounts. Creative and media briefing process.

Unit II – Strategies

Creativity in advertising. Kinds of layout. Kinds of copy. Graphics design principles. Media planning, media strategies, budgeting and presentation to client. Brand Management. Market research and advertising research. Digital Advertising, Content Writing, Mass media laws concerning advertising. Apex bodies in advertising AAI, ASCI.

Unit III

1. Copy writing for classified / display advertisement for newspapers
2. Camera-ready advertisement layout for print

Unit IV

3. Television Spot
4. Advertisement copy for Internet

Core Readings:

Monle Lee and Carla Johnson, *Principles of Advertising*, The Haworth Press: 2007.

Frank Jenkins, *Advertising*, Pearson: 2008.

Sanjay Kaptan, *Advertising in Print Media*, Aadi Publications: 2013.

Jaishri Jethwaney, Shruti Jain, *Advertising Management*, 2nd Ed., Oxford University Press: 2012.

Additional Readings:

Sangeeta Sharma, Raghuvir Singh, *Advertising: Planning and Implementation*, PHI Learning: 2009.

Kelley Larry D., Jugenheimer Donald W, *Advertising Media Planning: A Brand Management Approach*, Phi Learning: 2009.

JMC-DSEC-508: DIGITAL MEDIA STUDIES

Objective: *This paper will introduce students to technical and conceptual tools to understand the basics of digital media as well as begin to learn the significance of visual language imagery in new media and the emerging cyber cultures*

Learning Outcomes:

LO1: TO be able to demonstrate knowledge of the functioning of the digital media platforms

LO2: to become familiar with current trends in media and decipher the genealogical steps that digital media has undergone

LO3 to understand the sociological and political influence of digital media in a globalized context

LO4: to comprehend and analyze digital media contents objectively and textually analyze visual material related to digital media

Unit I – New media, Social Media & Digital Media

The birth of digital media, deep time and shift in the culture. The epochs of media history, The birth of cable through AOL and world wide web. Media archaeology, The key concepts of digital media. Theories of digital media. New Media, social Media and Digital Media – differences and points of intersection.

Unit II – The Rise of ‘Digital’

Digital Anthropology, Ethnographic Approaches to Digital Media, The Story of the Sony Walkman, Writing on the Wall: Social Media, The Victorian Internet: The Remarkable Story of the Telegraph and the Nineteenth Century’s On-line Pioneers, Exploring Old and New Media: Comparing Military Blogs to Civil War Letters, Culture, Globalization, Mediation.

Unit III – Media & Digital Networking

Computer Networks as Social Networks, Neoliberalism and Social Media, Seeing ourselves through technology, The power of surveillance in an interactive era, Privacy and surveillance, Social Surveillance in everyday life, capitalism surveillance, Data Mining surveillance, The Technology of Policing, The Birth of Biometric Security.

Unit IV – Concerns in the Digital Age

Status Update: Celebrity, Publicity, and Branding in the Social Media Age. Selfie Love: Public Lives in an Era of Celebrity Pleasure, Violence, and Social Media. Reflections on #Occupy Everywhere: Social Media, Public Space, and Emerging Logics of Aggregation. #Ferguson:

Digital Protest, hash tag ethnography, and the racial politics of social media in the United States.

Core readings

Tom Boelstroff. Digital Anthropology. Oxford Bibliographies in Anthropology, ed. John Jackson. Oxford University Press: 2013.

Kennedy, Jenny, Digital media, Sharing and Everyday life, Routledge:2021

Paul Messaris and [Lee Humphreys](#), [Digital Media: Transformations in Human Communication](#), Peter Lang: 2017

Paolo Bory, The Internet Myth: From the Internet Imaginary to Network Ideologies, University of Westminster Press:2009

Payne, Robert The Promiscuity of Network Culture: Queer Theory and Digital Media, Routledge: 2018.

Additional readings

Peter Joseph Gloviczki , Mediated Narration in the Digital Age: Storying the Media World, University of Nebraska Press: 2014.

Rosen, Devan The Social Media Debate: Unpacking the Social, Psychological, and Cultural Effects of Social Media, Routledge: 2022

JMC-RM-509 RESEARCH METHODOLOGY AND PROPOSAL WRITING

Objective: *This paper will provide the knowledge of the process of research and the importance of research concerning how message is generated, transmitted, received and interpreted.*

Learning Outcomes:

LO1: To be able to demonstrate knowledge of different research methods

LO2: To be able to carry out research in a systematic manner

LO3 To be able to choose appropriate research tools as per the research questions and statements

LO4 To be able to carry out quantitative research using statistical tools

Unit I – Introduction to Research

Introduction to Research Methodology: Meaning of Research, Objectives of Research, Motivations in Research, types of Research, Research Approaches, Significance of Research, Research Methods v/s Methodology, Research and Scientific Methods, Research Process, Criteria of Good Research.

Unit II – Research Questions & Hypothesis

Review of related literature its implications at various stages of research. (Formulation of research problem, hypothesis, interpretation and discussion of results). Defining the Research Problem: Concept and need, Research Questions and Hypothesis: Variables and their linkages, characteristics of good Hypothesis. Basis for hypotheses.

Unit III – Research Methodologies

Research design: Meaning, Need, Features of Good Design, Concepts, Types. Basic principles of Experimental Design, various methods of Research. Survey, Philosophical, Historical, Experimental. Sampling Techniques: probability and non-probability sampling. Non-statistical methods –descriptive – historical. Statistical analysis: Parametric and non-parametric – univariate – bivariate – multi-variate, ANOVA & MANOVA Measurement: Issues of Reliability, Validity and levels of measurement

Unit IV – Research Writing

Writing Research Report: Format and style. Major findings, Conclusions and suggestions. Citation of references and bibliography. Research Ethics, Plagiarism in Research,

Core Readings

Bryman, Alan. Social Research Methods, Oxford University Press, New Delhi: 2012

Corbetta P. Social Research, Theory, Methods and Techniques, Sage Publication, New Delhi: 2003

Cresswell JW Research Design, Qualitative, Quantitative and Mixed Method Approach, Sage: New Delhi: 2014

Kothari CR Research Methodology, Methods and Techniques, New Age International Publication Limited: New Delhi: 2004

Additional readings

Walliman, N. Research Methods, The Basics. Routledge: 2011

Paneerselvam, R Research Methodology, Prentice Hall of India, New Delhi: 2004

JMC-SEC-510: CORPORATE COMMUNICATION

Objective: *To understand the concepts and evolution of corporate communication in the context of organizations and to discuss the role and scope of Corporate Communication in corporate brand management and image factors*

Learning Outcomes:

LO1: Students will be able to define basic terms related to corporate communication.

LO2: Students will be equipped with the knowledge and skill to handle CC-related situations and jobs.

LO3 Students will exhibit their skills in the field of corporate communication

LO4 the students will demonstrate knowledge of corporate communication

Unit I- Public Relations

Definitions, concept and genesis of CC Difference and similarities between PR and CC CC and public affairs, CC and corporate affairs Publics in CC - Financial publics, media, opinion makers, government, elected representatives Present state of CC Organizing corporate communication activities Areas of strategic thinking in corporate communication Ethics and laws in corporate communication.

Unit II – Corporate Communication

Corporate Communication Tools –Lobbying, Sponsorship, Financial communication, corporate reputation, corporate identity, Media mileage, Financial Communication – Roles, overview and Campaigns, Corporate Identity and Brand Management - Defining corporate identity, Integrating corporate identity into communication process, Making of house styles- the wherewithal, Case studies in corporate identity,

Unit III

1. Press Release
2. Backgrounder
3. Campaign Planning

Unit IV

4. Press Conference
5. In-house Journal
6. Campaign vidoes

Core Readings:

W. Timothy Coombs, Sherry J. Holladay, *Managing Corporate Social Responsibility: A Communication Approach*, Wiley-Blackwell: 2011

Jaishri Jethwaney, *Corporate Communication: Principles And Practice*, Sage publishers: 2018

Pragyan Rath, Debankita Ray , *Corporate Communication*, Cengage India Private Limited: 2018

Paul A Argenti , *Corporate Communication*, McGraw-Hill Education / Asia: 2009

Michael B. Goodman, Peter B. Hirsch, *Corporate Communication: Strategic Adaptation for Global Practice*, Peter Lang Publishing Inc: 2010

Additional Readings:

Subroto Senjgupta, *Brand Positioning: Strategies For Competitive Advantage*, Tata mcgraw-hill Pub.co.ltd: 1993.

Alison Theaker, *The Public Relations Handbook*, Routledge: 2011.

THIRD SEMESTER

JMC-CC-600: INTERNSHIP

Objective: *The objective of the internship course is to facilitate reflection on experiences obtained in the internship and to enhance understanding of academic material by application in the internship setting. Internships will provide students the opportunity to test their interest in a particular career before permanent commitments are made.*

Learning Outcomes:

LO1 Students will be able to develop skills and techniques directly applicable to their careers.

LO2 Students will be able to make use of the opportunity to develop attitudes conducive to effective interpersonal relationships

LO3 Students will be able to grasp with an in-depth knowledge of the formal functional activities of a participating organization.

LO4 Students will be able to get an opportunity to learn working with others and equip themselves well to be a team player as well as leader.

Every student shall be required to undergo a four weeks internship under the guidance of a regular faculty member of the Department nominated by the Head of the Department in any _____ of the accredited media organizations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. The students shall be required to produce a certificate, letter of appreciation from the organization and Internship Report to the effect that he/she has completed the prescribed internship programme. The students shall attend the internship at their own cost.

i) Internal Assessments	1 Credit
ii) Internship Report	2 Credits
iii) Certificate and Internship appreciation Letter	1 Credit
Total	4 Credits

JMC-CC-601 COMMUNICATION FOR DEVELOPMENT

Objective: *The objective of this paper is to enable students to understand the critical role of communication as a tool that facilitates social change and thereby development*

Learning Outcomes:

LO1: students will be able to understand the various factors around the idea of social and economic development

LO2: *students will be able to understand* various development issues across different regional and cultural contexts in India

LO3: *students will be able to* demonstrate knowledge about the critical role of communication towards multi-faceted aspects of Development

LO4: *students will be able to* employ community Media such as Community Radio in empowerment at Grassroots level

Unit I - Concepts

Development: meaning, concept, process and models of development – theories on Development – origin, – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies. NWICO. MacBride Commission's report.

Unit II- Strategies

Development communication: meaning – concept – definition – philosophy – process – theories. Industrialization. Urbanization. Migration. Poverty. Strategies in development communication. Sustainable Development. Social cultural and economic barriers - case studies and experience. Development communication policy – strategies and action plans – democratic decentralization.

Unit III – NGOs & Development

Development support communication: population and family welfare – health – education and society – environment and development. Problems faced in development support. Participatory Communication. Governmental, semi-government, nongovernmental organizations problems faced in effective communication.

Unit IV – Development Paradigms

Deconstructing the Dominant Development Paradigm, Critique of Dev-com in the Dominant Paradigm, Liberation Theology and Development, Communication and Spirituality in Development, Participatory Paradigm in Development Media and Communication for Empowerment, Dev-com for Empowerment and Social Justice

Core Readings:

Everett M. Rogers, *Diffusion of Innovations*, 5th Edition, SIMON& SCHUSTER USA: 2003.

Shirley A. White, K S Nair & J Ascroft, *Participatory Communication: Working for Change and Development (Communication and Human Values)*, Sage Publications: 1994.

Shirley A. White, *The Art of Facilitating Participation: Releasing the Power of Grassroots Communication*, Sage Publications: 2000.

Srinivas R. Melkote, H. Leslie Steeves, *Communication For Development In The Third World: Theory & Practice For Empowerment*, Sage India: 2001.

Additional Readings:

Arvind Singhal, Everett M Rogers, *India's Communication Revolution : From Bullock Carts To Cyber Marts*, Sage India: 2000.

MacBride, Sean, *Many Voices, One World: Towards a New, More Just, and More Efficient World Information and Communication Order*, Rowman & Littlefield Publishers, 2003

JMC-CC-602 COMMUNICATION RESEARCH

Objective: This paper will provide the knowledge of the process of communication research and the importance of communication research concerning how message is generated, transmitted, received and interpreted.

Learning Outcomes:

LO1: students will be able to demonstrate knowledge of different media and communication research methods

LO2: students will be able carry out research in a systematic manner using apt methodology

LO3 students will be able to demonstrate nuanced knowledge of different qualitative methods for communication research and also to determine their use in research as per the research objectives and questions

LO4 students will be able to carry out quantitative research using media metrics

Unit I – Media & Communication Research

Communication Research, Paradigms of Communication Research, Media and communication as a field of research, Differences between Media Research and Communication Research Cultural Studies Approach to Communication Research, Literature Review and its significance

Unit II – Data Collection

Data Collection Methods: Different methods of data collection participant-non-participant observation questionnaires interviews mining Internet sources Sampling Techniques: probability and non-probability sampling Data Processing: establishing categories and coding data Data Interpretation: Descriptive statistics and inferential statistics

Unit III – Qualitative Methods

Media Content Analysis, Semiotic analysis, Syntagmatic and Paradigmatic Analysis of texts, Rhetoric Analysis, Discourse Analysis, Political Ideologies and Discourse Analysis, Critical Discourse Analysis, Multimodal Critical Discourse Analysis, Historical Analysis, Ethno-methodological Research, Participant Observation, Survey Methods, Interview Methods,

Unit IV – Media Analysis Techniques

Marxist approaches to media texts, Feminist Criticism of Media and Communication, Post-Modernist perspectives on Media, Queer Reading of Media Texts, Psychoanalytical

interpretation of media texts, Audience Studies, Media Metrics for Social Media Research, Media Policy Research

Core Readings:

Horning Priest Susanna, *Doing Media Research*, Sage Publications: 2009.

Klaus Bruhn Jensen, *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*, Routledge: 2002.

Donald Treadwell, *Introducing Communication Research: Paths of Inquiry*, Sage Publications: 2010.

Arlene Fink & J. B. Kos, *How To Conduct Surveys, A Step-By-Step Guide*, 3rd Edition, University Of California: 2005.

Roger Wimmer and Joseph Dominick, *Mass Media Research: An Introduction*, Cengage Learning: 2015.

Arthur Asa Berger, *Media and Communication Research Methods Fourth Edition*, Sage Publication: 2016

Additional Reading:

John C. Reinard, *Communication Research Statistics*, Sage publication: 2006

Hansen Anders, Machin David *Mass Communication Research Methods Second Edition* New York University Press: 2019

Arthur Asa Berger, *Media Analysis Techniques*, Fourth Edition, Sage: 2012.

JMC-DSEC-603 Media, Culture & Society

Objective: *The basic objective of this paper is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses.*

Learning Outcomes

LO1 students will be able to demonstrate knowledge of how media operates in different societal and cultural contexts

LO2 The students will be able to Review and analyse the relevance of the different theories studied in contemporary times

LO3 The students will be able to critique ideological structures in society including those of gender, race, caste, class and discuss how the media propagates this

LO4 The students will be able Analyse different types of media content through a range of critical lenses

Unit I – Approaches to Culture

Culture as an institution. The Culture Industry, Popular culture and Mass Media. Inter-

cultural, Intra-cultural communication. Barriers in inter-cultural communication. Frankfurt school of critical theory. Birmingham School. Chicago School.

Unit II - Concepts

Raymond Williams' Culture is ordinary. Walter Benjamin's The work of art in the age of mechanical reproduction. McLuhan's Medium as the Message. Technology and the society. Manufacturing consent. Stuart Hall's Encoding and Decoding. A cultural approach to communication.

Unit III – Case Studies

Mass media as a culture manufacturing industry. Case studies in culture studies scenario: Cinema, censorship, religion, caste, gender, sexuality, Race and Ethnicity. Leisure practices as culture.

Unit IV – Culture & power

Culture as power, Globalisation of Media, Impact of Globalization on different culture practices, Impact of new Media on intercultural communication, Effects of globalization on media systems.

Core Readings

John B. Thompson, *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*, Stanford University Press: 2000.

Michael Gurevitch & Tony Bennett, *Culture, Society and the Media*, Routledge:1990.

Meenakshi Gigi Durham, *Media and Culture Studies*, Blackwell Publishing: 2000.

MacBride Commission, *Many Voices One World*, UNESCO: 1980.

John Hartley, *Communication, Cultural and Media Studies: The Key Concepts*, Routledge: 2011.

Additional Readings

John Fiske, Henry Jenkins, *Introduction To Communication Studies*, Routledge: 2010.

Daniel A. Wagner, *Literacy, Culture and Development*, Cambridge, University Press: 1994.

Neil Badmington and Julia Thomas, *The Routledge Critical and Cultural Theory Reader*, Routledge: 2019.

Laurie Quелlette, *The Media Studies Reader*, Routledge: 2012

JMC-DSEC-604 TELEVISION STUDIES

Objective: *This paper aims at studying the changing significance of television. It also aims to enable students to analyze television content using various current approaches.*

Learning outcomes:

LO1 Students will be able to identify and demonstrate an understanding of the theoretical foundations of television.

LO2 Students will be able to demonstrate an understanding of ethical issues related to television and will be able to analyze television content using various current approaches.

LO3 The students will develop a foundational understanding of the theories and methods of television studies, including communication strategies,

LO4 The students understand television as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns

Unit I - History

The history and development of television- CCTV – Cable Television- Satellite- Digital Television. The various formats of television. Television genres and the narrative structures in television. Television as a cultural forum.

Unit II – Television Contents

Perspectives on television in India- historical inquiry of policies, Regulatory Bodies, politics of television, television news, advertising and ratings, regional television scenario. Dubbed Television Content

Unit III – Theories

Approaches to studying television – Semiotic, Marxist, Psychoanalytic, Gender-oriented dimensions. Theories of audiences- Reception theory, Obstinate audience theory, Active audience theory, Demographic classification of audiences. Domestic leisure and viewing practices of audiences.

Unit IV – Television in Contemporary Time

OTT Media Services – Post Broadcast infrastructure and Platforms, Regulation of OTT Content, Television in Social Media Era, Critical analysis of Television Content, Shift in consumption patterns of New Television Audiences.

Core Readings:

Raymond Williams, *Television: Technology and Cultural Form*, Routledge: 2003.

Jonathan Bignell, *An Introduction to Television Studies*, Routledge: 2007.

Nalin Mehta, *India on Television*, HarperCollins Publishers: 2008.

David Morley, *Television, Audiences & Cultural Studies*, Routledge: 1992.

Patricia Holland, *The Television Handbook*. Routledge:1997.

Additional Readings:

John Fiske, *Television Culture*, Methuen: 1987.

Amanda Lotz, Jonathan Gray, *Television Studies*, John Wiley & Sons: 2011.

Mridula Menon, *Indian Television and Programmes: Trends and Policies*, Kanishka: 2007.

Jonathan Bignell, Jeremy Orlebar, [The New Television Handbook](#), Routledge: 2016.

Michael Wolff, *Television Is the New Television: The Unexpected Triumph of Old Media in the Digital Age*, Penguin UK: 2016.

JMC-DSEC- 605 FILM STUDIES

Objective: The paper plans to provide analytical skills to understand film and film language, as well as their formal, historical, technological, industrial, and social properties.

Learning Outcomes:

LO1: students will be able to appreciate the different aspects of films.

LO2: students will be able to classify the language of cinema and film narratives.

LO3: Students will be able to develop sense to critical analysis of films

LO4: students will be able to critically analyse films with the help of film theories.

Unit I – Film History

Film as mass media. Film as an art. Films and other arts. History of cinema – World and India. Film genres. Film aesthetics and grammar of film-making; mise-en-scene, film space, time, camera, sound, lights. Film marketing and production.

Unit II – Kinds of Cinema

Classical Hollywood cinema – the dominant paradigm; Alternate film paradigm. Standardization of film practices. Narrative form. Indian popular cinema.

Unit III – Film Movements

Film movements: Soviet Montage Cinema, German Expressionistic Cinema, Italian Neo-Realist Cinema, French New Wave Cinema, Indian New Wave (Parallel/Art) Cinema. Film theories – Classical film theory (Bazin, Eisenstein et al), Auteur theory, Apparatus theory, Film and identity, Indian film studies.

Unit IV – Film Societies

Film and Society, film organization – Film division, Central Board of Film Certification (CBFC), NFDC and Children film society, India, FTII and NFAI. Film in the context of Globalization. Legal aspect of cinema.

Core Readings

James Monaco, *How to Read A Film*, Oxford University Press: 2009.

Jill Neldes, *An Introduction to Film Studies*, Routledge: 2003.

John Hill & Pamela Church Gibson, *The Oxford Guide to Film Studies*, Oxford University Press: 2003.

David Bordwell, Kristin Thompson, *Film Art: An Introduction*, 9th Edition, McGraw-Hill Higher Education: 2010.

Additional readings:

Robert Stam, *Film Theory: An Introduction* 1st Edition, Wiley-Blackwell: 2000.

Andre Bazin, *What is Cinema?* Vol. 1 and 2, University of California Press: 2004.

FOURTH SEMESTER

JMC- DSEC- 606 Dissertation

Course Objective: Students will undertake a research project in which they will apply their learning from previous core courses by way of formulating research problems, designing their research and executing the project under the supervision of allotted faculty. A dissertation has to be submitted at the end of the semester.

Learning Outcomes:

LO1 students will be able to identify new problems arising from recent developments in and related to the chosen research domain within the discipline of media and communication studies

LO2 Students will be able to demonstrate in-depth understanding of academic theory and the preparation of high-quality research pertinent to the field of study

LO3 Students will develop ability to select appropriate research methods and techniques suitable for different fields of research.

LO4 Students should be able to employ appropriate methods and existing research results in the development of new knowledge, theories and presentation of research in their research area.

i)	Problem Identification and Review of Literature	3 Credits
ii)	Internal Assessments (Four Presentations)	3 Credits
iii)	Dissertation	10 Credits
iv)	Viva- Voce	4 Credits
Total		20 Credits

Note: For Paper JMC-DSEC -606 Dissertation

(a) All the teachers of the Department will jointly evaluate for Problem Identification and Review of Related Literature and for the Internal Assessment, i.e. 3+3= 6 Credits

(b) For Dissertation and for Viva Voce, an External Examiner will evaluate and conduct the Viva Voce, i.e. 10+4= 14 Credits
