

<b>Department of Communication and Media Studies</b> <b>For the students admitted during the academic year 2011-12 and onwards</b> <b>Scheme of Examination</b> <b>MJMC Master of Journalism and Mass Communication (CBCS Pattern)</b>							
<b>Semester I</b>	<b>Code</b>	<b>Subject</b>	<b>Hrs</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>	<b>Credits</b>
Core I	11 MCC01	Communication Models & Theories	6	25	75	100	4
Core II	11 MCC02	Media Laws and Ethics (Print, Broadcasting, Film, Cyber Media) (Self Study )		25	75	100	4
Core III	11 MCC03	Reporting and Editing	6	25	75	100	4
Core IV	11 MCC04	Editorial Practice (Practical I)	6	40	60	100	4
Core V	11 MCC05	Marketing Communication	6	25	75	100	4
Elective I	11 MCE01	Market Research - Minor Project study ( Report -50 and Viva-25 )	4	25	75	100	4
Supportive I		Subject chosen by the students	2	12	38	50	2
<b>Semester II</b>							
Core VI	11 MCC06	Advertising and Public Relations	6	25	75	100	4
Core VII	11 MCC07	Media, Society and Culture	6	25	75	100	4
Core VIII	11 MCC08	Print production and packaging	6	25	75	100	4
Core IX	11 MCC09	Design Principles and Visual Culture (Practical II)	6	40	60	100	4
Elective II	11 MCE 02	New Media Studies	4	25	75	100	4
Supportive II		Subject chosen by the students	2	12	38	50	2

<b>Semester III</b>							
Core X	11 MCC10	Film studies & Photography	6	25	75	100	4
Core XI	11 MCC11	Broadcasting (Radio & Television)	6	25	75	100	4
Core XII	11 MCC12	Term paper (Specialization)		<b>50*</b>	-	50	2
Core XIII	11 MCC13	Photography and Audio Visual (Practical III)	6	40	60	100	4
Core XIV	11 MCC14	Lab Journal Publication		<b>100*</b>	-	100	4
Elective III	11 MCE03	Event management	4	25	75	100	4
Supportive III		Subject chosen by the students	2	12	38	50	2
<b>Semester IV</b>							
Core XV	11 MCC15	Research Methods in Communication and Media	6	25	75	100	4
Core XVI	11 MCC16	Internship I		<b>100*</b>		100	4
Core XVII	11 MCC17	Internship II/ or Workshop		<b>100*</b>		100	4
Elective IV	11MCE04	Project Study ( Report -75 and Viva -25)	4	50	100	150	6
						2250	90

**\* Internal Evaluation Only**

**SEMESTER – I****11 MCC01: COMMUNICATION MODELS & THEORIES****UNIT I**

COMMUNICATION - Definitions, scope, forms and purpose; Types of Communication – Inter personal, Intra personal, Mass, Organizational, Verbal, Non-verbal. Process of Communication: Source, message, channel, receiver (SMCR), feedback, encoder, decoder, noise in communication .... New communication technologies and the emerging trends: global and Indian contexts.

**UNIT II**

Theoretical concepts and constructs in Communication models: Lasswell's model, Two-step flow theory, Schramm's circular model, Whites Gatekeeper theory, Shannon & Weaver's mathematical model, Dance's Helical model, Westley and Maclean model.

**UNIT III**

Media Uses and Effects: Individual characteristics, expectations, and perception of media, media use. Uses and Gratifications Theory: – social and psychological origins of needs, gratifications sought, gratifications fulfilled: Media dependency theory; Knowledge gap hypothesis.

Effects of Mass Communication –Bullet Theory, Limited effects model, Moderate effects Model, Information seeking paradigm, agenda setting, Cultural norms theory, Powerful effects model, Powerful media thesis.

**UNIT IV**

Social Learning theory: Learning positive and negative social behavior, attitudes. Cultivation Analysis: Process and effects, pro-social and antisocial content; users' perception and attitudes, media portrayal, effects on children; Agenda setting: media agenda, public opinion, media gatekeepers, other sources of media control – case studies.

**UNIT V**

Innovation Diffusion: Process of diffusion, variables, innovation adoption process, factors of influence: application of the model in Indian context. Cultural studies approach; Political economy of media: Marxists and Critical approaches; Visual culture and issues of representation; human rights and media; New media concepts and applications, approaches to communication theory; the paradigm shift.

Areas of Research – Communication and Society – Process and Product Aspects – Media problems and Issues – Mass media and Traditional media – Research problems in Information and Communication society : Telecommunication – Convergence of technologies – Media ownership and Regulation aspects.

## REFERENCES

- Mass Communication : An introduction' , Bittner, John. Prentice-Hall, New Jersey. 1980.
- Human communication', Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
- Taxonomy of Concepts in Communication', Blake & Haroldsen, Hasting House, NY .1979.
- Communication Models'. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.
- India's Communication Revolution' , Singhal & Rogers, Sage, New Delhi. 2001.
- The dynamics of Mass Communication'. Dominick, Joseph. McGraw Hill, 1993.
- Media towards 21st Century ', KM. Srivastava, Sterling P ub. New Delhi. 1998.
- Media and Globalisation'. Rantanen, Terhi. Sage, London. 2005.
- Studying Interpersonal Communication'. Clark, Ruth. Sage, London. 1991.
- Introduction to Communication Studies'. Fiske, John. Routledge, London.1990.
- Studies in Modern Mass Media' Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
- Media, Message and Language', Mc Luhan et al. USA, 1980.
- Men, Woman Messages and Media', Schramm & Porter, Harper & Row pub. NY 1982.
- Communication and culture', S.Seetharaman, Associate pub. Mysore, 1991

## 11 MCC02: MEDIA LAWS AND ETHICS

### (PRINT, BROADCASTING, FILM, CYBER MEDIA) SELF STUDY

#### UNIT I

Press Laws: National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Seditious, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Press council guidelines; Press Council code on Communal writing; Editor's Responsibilities.

#### UNIT II

The law of copyrights-Trade related Aspects of Intellectual Property Rights (TRIPS) & TRIMs; International Intellectual propriety of rights; The Contempt of Courts Act 1971; The India Telegraph Act , The design Act, 1911, The Patents Act, 1957.

Law of defamation; Libel and Slander; Prasar Bharti Act; The Broadcast Bill; cable television act 1995, Broadcasting Services Regulation Bill, 2006, Cinematograph Act 2006.

#### UNIT III

Right to information (Information Bill; Laws of Human Rights- Child labour Acts- Indecent Representation of woman (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.

**UNIT IV**

Cyber Laws-Information Technology Act, 2000; Hackers, Cyber Terrorism, Cyber Stalking, spamming, cryptography and digital signature, computer viruses, child pornography, privacy and cyber crime, electronic governance; Copy right Act 1957.

**UNIT V**

Fundamental Rights, Directive Principles of State Policy, Centre-State Relations, Legislative relations, Emergency Provisions, Amendment of the Constitution, Parliamentary Privileges.

**REFERENCES:**

- Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed).Longman, New York, 1991.
- Press and Public: who reads what when where and why in American newspapers? Bogart, Leo et al.
- Lawrence Erlbaum Associates, New Jersey. 1981.
- March of Journalism'. Herd. Greenwood press, Connecticut, 1976.
- Popular media in China' . C. Chu. Univ. Press of Hawaii, Honolulu. 1978.
- The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.
- Characteristic of Japanese Press'. Susumu Ejiri, Nihon Shinbun Kyokai. 1972.
- Press Commission reports' . Govt. of India Press.
- Press, politics and public opinion in India ' BM Sankhder, Deep Pub. New Delhi, 1984.
- History of press., Press laws and Communications'. BN Ahuja. Surjeet Pub. New Delhi. 1989.
- Freedom of the press ' . MK Joesph, Anmol pub. New Delhi, 1997
- The press in India ' KA Padhy, Sahu, Kanishka pub. New Delhi. 1997.
- Journalism in India ' R. Parthasarathy, Sterling pub. New Delhi.1989.
- The press ' Chalapathy Rau, National Book Trust, New Delhi, 1974.
- Law of the press in India ' D.D. Basu, Prentice Hall, New Delhi 1980.
- Independence and the Indian Press'. Jagannathan, N.S. Konark Pub. New Delhi.1999.
- Cinema and Censorship (The politics of Control in India): Someswar Bhowmik : Orient BlackSwan; 2009
- Cyber crime Impacts in the New Millennium R.C. Mishra; Authors Press; edition; 2005
- Proprietary knowledge; politics of Intellectual property rights; Krishan Gopal & Sarbjit Sharma; Authors press; 2006

## **11MCC03: REPORTING AND EDITING**

### **UNIT I**

Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom Vs newspaper's policies and objectives. Trends in reporting: Interpretative and Investigative – Freelancing.

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews- types, techniques, preparation and writing interview story – Content writing.

### **UNIT II**

Reporting government and other agencies: Central, State and Local Governments, Rural reporting – Beats and Special Coverage's. Covering essential services Communications, Transport, Education, and Health etc.- sources of news - Press Conference: Preparation, Handout, and Press release.

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTL, UNI, AFP, AP, Reuters, TASS, UPI.

Organization of editorial department in a newspaper - functions of editorial department; duties, responsibilities and qualifications of editorial staff: Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions, path of a copy, morgue.

### **UNIT III**

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting.

Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards; Covering public meetings and speeches: do's and don'ts.

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Industrial Reporting: (Automobiles- Textiles) Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

**UNIT IV**

Principles of editing- editorial space-news value-copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, taste, style, spelling etc; rewriting; headlines; importance, functions of headlines, typography and style, language, types of headline, typography and style, language, types of headlines; readability and legibility. Picture editing: importance of pictures, selection of news pictures, cut lines, cropping methods, style sheet.

Readability Tests: Flesch Reading Ease score and Human Interest score; Gunning Fog Index; Comparison of readability scores.

**UNIT V**

Opinion page: Editorial writing: Purpose, types of editorials, subjects, editorial policy, Influencing factors, editorial writers and editorial freedom. Editorial Board: responsibilities and function: Ombudsman –Review of Newspaper editorials.

Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns- Columnists- advertisements- newspapers layout and design- Review of editorial page.

**REFERENCES:**

- News Reporting and Writing'. Mencher, Melvin. MC Graw Hill, NY. 2003.
- The Complete Reporter'.(4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
- Interpretative Reporting'.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
- Reporting for the Print media'. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- News Reporting and Writing'.(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
- Professional Journalism' MV Kamath, Vikas Pub. New Delhi .1980.
- Professional Journalism' Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
- Journalism Today' . Navin Chandra & Chaugan, Kanishka Pub. New Delhi. 1997.
- Style in Journalism'. PVL, Narasimha Rao, Orient Longman, Chennai. 1998
- Writing Feature Articles'. Brendan Hennesay, Heinemann Pub. London. 1989.
- Beyond the facts: A guide to the art of feature writing', Touis Alexander, Gulf pub. London, 1982.
- Creative interviewing'. Metzler, prentice Hall, 1979.
- Dimensions of modern Journalism' NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.
- Newspapers Handbook' (3rd ed.) Keeble, Richard. Routledge, London.2001.
- News Editing in theory and practice'. Banerji, Bagchi & Co., New Delhi . 1992.
- Art of editing'. Baskette & Sissors, MacMillian, NY, 1977.
- Editorial Thinking and Writing' . Bush, Chilton. Greenwood press, Connecticut. 1970.
- Newspaper Organisation and Management' (5th ed.). Williamson, Herbert . Iowa State Univ. 1978

- Editorial and persuasive writing'. Harry Stonecipher, Hasting House, NY, 1979.
- Art of Editing'. Manohar Puri. Praga Pub. New Delhi. 2006.
- Chicago Manual of Style'. (14th Ed). Prentice Hall , New Delhi, 1996.
- Simple Subs Book'. Sellers, Leslie. Pergamon, Oxford.1968.
- News Editing'. Westley, Bruce. Oxford & IBH, New Delhi. 1975.
- Picture Editing : An introduction ' Tom Ang, Focal Press, Oxford. 1996,
- Five volume series of books by Harold Evans, Heinemann, London, 1972, 1974, 1976.
- (Books: Newsmen's English, Handling Newspaper text, News Headlines, Picture Editing, Newspaper Design)
- The International News Agencies'. Oliver, Boyd, Rennett. Sage, London, 1980.
- Four Worlds of writing' Lauer et al. Harper & Row Pub. NY, 1981.
- Essentials of Mass media Writing; T.K.Ganesh; authorspress; 2008

### **11 MCC04: EDITORIAL PRACTICE (PRACTICAL I)**

List of practical's

1. Writing News
2. Headlines
3. Writing Lead
4. Writing Sports news
5. Writing Features
6. Writing Editorials
7. Editing Principles
8. Editing symbols
9. News selection
10. Agency reports
11. Readability
12. Writing Outline
13. Editorial page
14. Writing Reviews
15. Page layout



**(The examination is of 3hrs duration)**

## **11 MCC05: MARKETING COMMUNICATION**

### **UNIT I**

Market and Marketing: Meaning and Definition of Market – Classifications of markets – Marketing meaning, concepts – Marketing mix – Marketing environment: Economic, Socio cultural, technological, physical, legal factors – Marketing in economic development – Green Marketing – Corporate Social Responsibility.

### **UNIT II**

Consumer Behaviour: Market segmentation, demographic, psychological usage, geographic – Consumer buying behaviour: Traditional factors – Social, cultural and situational environments – Consumer purchasing process: problem, hierarchy of needs, recognition, information search, attitudes, values, cognitive mapping, alteration.

Psychology of Consumer behaviour – Purchase decision, post purchase evaluation. Perception: Meaning and Process; Decision making – Process and models. Motivation; Consumer buying environment (Traditional and New Trends); Multi cultural communication; Retail Consumer Behaviour; Business-to-Business consumer behaviour.

### **UNIT III:**

Integrated Marketing Communication: IMC Components: Situation analysis, marketing objectives, marketing budget, marketing strategies, marketing tactics, evaluation of performance. IMC Plan: Integration tools, promotion tools, advertising tools, foundations – Global integrated Marketing communication.

Purpose of business, integrated marketing, internal, external customers. Consumer behaviour models; Segmentation, target marketing and positioning;

Segmentation – Value creation strategies – various models; Product vs service marketing and consumer vs industrial marketing; Repositioning strategies ; New product development and Product strategies – strategic marketing; Branding strategies and packaging strategies; Distribution strategies; Competitor strategies Pricing strategies; Product life cycle management strategies; Promotion strategies.

**UNIT IV:**

Internet Marketing : Marketing function on internet –e-commerce initiatives - buying behaviour – International e-commerce – IMC and the Internet – Direct marketing on Internet – Internet design issues – International marketing study – Global brands – Multinational campaigns – Regulation and ethical issues.

Retailing – Definition & Importance — Types of Retailing – Store Retailing – Non Store Retailing – Types of retail formats –Franchising in retailing- Retail Marketing mix - Retail consumer- buying behaviour – types – factors influencing - Segmentation – positioning -Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies.

**UNIT V:**

Evaluating an IMC programme : Message evaluation : Concept testing, copy testing, recall test – Recognition tests – attitude and opinion tests – Persuasion analysis – Evaluation criteria – Behavioral evaluation – Evaluating PR activities – Evaluating overall IMC programmes.

Understanding Media economics; Economic of advertising; Television; Newspapers; The Internet; Radio; Magazines.

**REFERENCES:**

- Understanding media economics; Gillian doyle; sage 2002
- Kenneth E Clow, Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication: 2nd Edition. Prentice Hall. New Delhi.
- RSN Pillai, Bagathy. 2006 Modern Marketing: Principles and Practices. S Chand & Co. Ltd.New Delhi.
- CN Sontakki. 2000. Principles of Marketing. Kalyani publications. New Delhi.
- Agarwal Kumar . 2006. Consumer behaviour: An Indian perspective. Pragati Prakashan Publications. Meerut.
- Michael D. Hutt, Thomas W. Spetis. 2006. Business Marketing Management. Thomson Business Information. Bangalore.
- Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Publishing House. New Delhi.
- Louis E. Boone, David L.Kurtz. 1977. Contemporary Marketing. The Dryden. USA.
- Retailing Management – Swapna Pradhan
- Retail Marketing Management – Swapna Pradhan
- Retail Management – Gibson Vedamani
- Retail Management – Levy & Weitz
- Channel Management & Retail Management – Meenal Dhotre
- Retail Marketing Management – David Gilbert
- Retail Management – Ron Hasty & James Reardon

**11MCE01: (ELECTIVE I) MARKET RESEARCH-MINOR PROJECT STUDY  
(REPORT -50 AND VIVA-25)**

Guidelines for Project Study for Post Graduation:

- |  |            |
|--|------------|
| i) Conceptualization of Subject and Research Problem | (10 marks) |
| ii) Presentation of Methodology                      | (20 marks) |
| iii) Data Analysis                                   | (10 marks) |
| iv) Final Draft and Presentation                     | (10 marks) |

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Total 50 marks

Chapterisation

1. Introduction
2. Research Methodology
3. Data Analysis
4. Findings and Conclusion

## **SEMESTER II**

### **11 MCC06: ADVERTISING AND PUBLIC RELATIONS**

#### **UNIT I**

Introduction to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication , Status of Advertising industry in India , Socioeconomic effects of Advertising , Advertising in Global marketing context; Leading advertisers(national and international); Advertising theories: Hierarchy of needs , Stimulus-Response theory.

#### **UNIT II**

Types of Advertising: Consumer, industrial, Corporate, Cooperative, Retail, Farm, Comparative, Public service, Life-style and Trade. Strategies, merits and demerits; Critical analysis of ads; Campaign Planning; Situation analysis; The planning cycle – contemporary models; Strategy in campaign planning: Types of campaign (teaser / testimonial / launch).

Advertising Agency: Structure and functions, Types of Agencies, Agency selection, Media relationship, Global marketing and advertising; implications professional bodies; advertising agencies association Advertising standards Council, Profiles of leading international and Indian Agencies, diversifications and specializations , professional ethics, challenges and requirements.

#### **UNIT III**

Advertising forms; ad production Copy: copy platform, copy format, elements, appeals, Visuals and other creative elements. Techniques of print ad. production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media planning strategy and methods; Case study of prints and commercials.

Overview of Media Concepts- Target Audience, Markets, Reach & Frequency, Scheduling, Strengths & Weaknesses of Mediums (SWOT); Media Terminology, IRS & TAM, Costings. Setting media objectives (media market analysis); Media Planning Process.

Product Linkage Data; Markets; Writing a client Media brief; Factors affecting reach / frequency; Scheduling Patterns; Usage of Media Mix; Budget Setting, allocation of budget to media types – Effective frequency estimator; Target Reach and Cost Efficiency – Media buying & placement (how to buy print / television space & time, CPT vs CPRP analysis); Exposures – potential, measuring vehicles; Presentations.

**UNIT IV**

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as a management concept, PR as a profession, PR Functions: public opinion, propaganda, and publicity, PR firms in India: status and growth.

Public Opinion: Attitudes in opinion formation. Changing existing attitudes; Formation of public opinion; Group influence on individual opinion; Rational basis of public opinion; Propaganda; techniques of Pernicious Propaganda.

Communication: Internal Communication; External Communication; Communication process; Informal Communication; Formal Communication; Semantics in Verbal Communication; Non Verbal Communication; Employee's Role in Communication.

**UNIT V**

Organization; Public relation Policy Committee; Planning Committee in the Public Relation Department. The Public relation Counsel; The public relation Budget; Media Relations and Publicity Selection of publicity media; Types of publicity; Communication with the media; Tools of PR: Advertising, (house journal) Periodicals, Films, Employee Relation, shareholders, special events, PR publics, consumers, community, government, media.

PR role in a Natural Disaster, PR in private and public sectors, Public Relations practices in the global context; Code of professional standards for the practice of public relations; Code of ethics in India.

Evaluation and Research: Advantages of Public Relations Research; Limitations of Public Relations Research. Types of Public Research; Public Opinion Research; Research of a corporation 's Public Relations and the Public relations of other companies; The public relation Audit; Research on Influence on Public Opinion; Basic Research in Human Relations; Organization for public relations research; Public Relation research by outside research firms; Qualification for public relation research.

Measuring advertising effectiveness- Pre and post test, Cross-cultural and Lifestyle research, Trends in Advertising research in India: Professional Ethics, issues and problems; Global marketing and advertising in future.

**REFERENCES:**

- Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey, 1980.
- Ogilvy on advertising'. David Ogilvy.
- The Practice of Advertising' 3rd Edn. Norman Hart, Heinemann Pub. London.1990.
- Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi, 1998.
- Advertising world wide' (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- Promotional Culture; Advertising, Ideology, Symbolic Expression', Andrew Wernick, Sage, London, 1994.
- Brand positioning'. Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
- Advertising Management concepts and cases' M. Mohan, Tata Mc Graw Hill, 1989.

- Successful advertising research methods' Haskins & Kendrick, NTC Business Books, 1991
- Fundamentals of advertising research' Fletcher & Bowers, Grid Pub. 1979.
  
- Managing media organisations' , John Lavine and Wackman, Longman , NY. 1988.
- Newspaper organization and management' , Williams, Iowa State university press, 1978.
- Media management in India' Dibakar Panigrahy , & Biswasroy, Kanishka pub, New Delhi 1993.
- Management concepts and practices' Tim Hannagan, Macmillan, 1995.
- Essentials of management' . Koontz & Weihrich, Tata McGraw Hill. 1990.
- Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey, 1982.
- Handbook of Public Relations'. Stephenson, Howard. Mc Graw Hill Pub., Illinois. 1971.
- Practical Public Relations', Anil Basu.
- PR principles, cases and problems', Moor and Canfield.
- Public Relations Practices' Ventre & Walsh, Prentice Hall, 1981.
- Ethics of Journalism in Transition; Jitendra Kumar Sharma; Authors Press; 2002

## **11 MCC07: MEDIA, SOCIETY AND CULTURE**

### **UNIT I**

Media and Society: Contemporary importance of Media in modern society; Media's influence on audiences' thinking and social behavior: Media dependency-Pluralistic media and Indian society.

### **UNIT II**

Media in Democratic Society-Media and social process: Mediated role and social conferment, status conferral, socialization-Politics and Industrial power: Political economy of policy perspectives.

### **UNIT III**

Media, politics and ideology: Market oriented media and social dilemma culture and communication –mass-mediated culture- Communication and social conflicts- Religion and communication. Contemporary relevance of Gandhian model of Communication.

**UNIT IV**

Communication across cultures – new communication technologies –change and challenges-trends in mass communication in the Internet era- knowledge society Information rich and information poor.

**UNIT V**

Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government , professional bodies and citizen groups.

**REFERENCE:**

- Communication and culture – A World View. K.S.Seetharam.MC Graw hill Publishers. New Delhi, 1991.
- Social Accounting in Communication, Richard Butney, Sage Publications, 1993.
- Global Information and World Communication, Hamid Mowlana, Sage, 1997.
- Mass Media and Political Thought (Ed) Sideny Krans and Richards Perlof, Sage 1985
- The language of Communication, George N Gorden, Hustings Hower, 1969
- Theory of Information Society, France Webstar, Routledge, 1997
- Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
- Communication and Media: Constructing a Cross Discipline –George N.Gordon, Hasting House, 1975
- More than words: An Introduction to Communication, Richard Dimpleby and Greema Buton, Routledge, 1998.
- Global Communication in Transition: The end of Diversity? Hamid Mowlana, Sage 1996
- Information Inequality, Hebert T. Shiller, Routelge, 1996
- Introduction to Communication studies, John Fisk, Routledge, 1998
- Television Audience and Cultural Studies, David morley, Routledge, 1998

## **11 MCC08: PRINT PRODUCTION AND PACKAGING**

### **UNIT I**

Background of printing technology – Basic principles of graphic reproduction processes – Brief know-how of early printing systems: Relief process- Letter Press: Platen, Flat bed Cylinder, Rotary . Typography: Type characteristics – Type classifications – Type measurement. Spacing: Importance – Techniques. Design and Layout: Principles – Types – Functions.

### **UNIT II**

Prepress: Design and Layout – Software application: Corel Draw – Indesign – Photoshop – Quark Express. Scanning: Methods – Tones: Line and Halftone. Computer to Plate (CTP): DTP – Direct Plate – Reverse Plate.

### **UNIT III**

Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning – Colour Separation : Additive and Subtractive Processes – Colour Printing: RGB and CMYK – Special colours: Gold –Silver – Metallic Colours.

### **UNIT IV**

Printing: Off set Printing Process: Plate to Print – Sheet-fed and Web-fed press. Gravure Printing Process: Plate making process – printing. Flexography Printing: Process. Digital Printing: Process – Applications. Screen Printing: Processes of Screen preparation: Stenciling – Five Star film – Manual and Machine Printing. Security Printing: Applications. Post Production: Lamination: Sheet – Die Cutting: Hard Platen – Flat Bed. Pasting and Glueing: Online – Manual - Sticking: Normal – Heavy Duty – Packing: Mode – Process.

### **UNIT V**

Packaging – Design: Functions and Characteristics – Concept – Shape and Proportion – Elements: Types – Logo – Illustrations – colour.– Corrugation: Different Plies – Online Corrugation – Offline Corrugation - Microflute – Narrow Flute. Paper: History – Types – Usage – Functions – Quality: Grams Per Square Metre (GSM) – COBB value – Bursting Strength. Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging – Flexible Packaging: Paper – Foil and Foil Laminates – Plastic Films and Cellophane – Folding Cartons – Containers: Glass – Metal – Plastic: Blister Cards/Packing – Polyethylene Terephthalate (PET) – Vinyl.



## REFERENCES

- Sarkar N.N. Art and Print Production : Oxford University Press; New Delhi 2008.
- Richard Schlemmer. Handbook of Advertising Art Production', Prentice Hall, New York,
- Mario Garcia. 'Contemporary Newspaper Design', Prentice Hall. NY. 1980.
- Edmund Arnold. 'Designing the total Newspaper'. Harper Collins, NY.1981.
- Harold Evans. 'Newspaper Design' . Heinemann. London.1976.
- Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi. 2004.
- Mc Kay, Jenny. 'Magazine Handbook'. Routledge, London. 2000
- King, Stacey. 'Magazine Design That Works'. 2001.
- Frank Ramano et al. Encyclopedia of Graphic Communication. Prentice Hall. NY. 1998.
- Peter warlock. 'The desktop publishing Book', Heinemann, 1988.
- Science and technology of printing materials; Prakash Shetty 1963
- Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.
- Newspaper design (2000) N Y Harlod Evans. Sage publications. London, First edition
- How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.
- Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition
- In Design Type : Professional Typography with Adobe InDesign CS2 (1995 ) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.
- Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. First edition.

## **11 MCC09: DESIGN PRINCIPLES AND VISUAL CULTURE (PRACTICAL II)**

### **DESIGN TECHNOLOGY (QUARK XPRESS)**

- Page Layout
- Tools
- Measurement
- Guides
- Page Grid
- Picture effects
- Style sheet

### **LIST OF PRACTICALS**

1. Front page -Broadsheet
2. Sports page- Broad sheet
3. Tabloid , 4 pages – (A3, size)
4. Newsletter, 8 pages

### **DESIGN TECHNOLOGY (CORELDRAW)**

- Vectors and Tools.
- Tools and the Edit menu.
- Tools and the Groups.
- Tools and Arrange menu.
- Perspective; Node Editing.
- Bitmaps in Vectors; Filters and Lens.
- Tips and Tricks; T-Shirts, Key chains, Print.

### **LIST OF PRACTICAL'S**

1. Logo
2. Visiting Card
3. Letter head
4. CD cover
5. Package design
6. Dangler
7. Standee
8. Magazine front cover
9. Brochure
10. Classified advertisement

11. Ear panels
12. Retail advertisement
13. Banner design (seminar, college festival, awards )
14. Brand promotion
15. Print Advertisement

### **DESIGN TECHNOLOGY (ADOBE PHOTOSHOP)**

- Tools.
- Layers.
- Selections.
- Colours.
- Paths.
- Web objects and tricks.
- Mixture of all-important points.

### **LIST OF PRACTICALS**

1. Masking.
2. Print advertisement
3. Photo editing
4. Colour Correction
5. Background editing
6. Cloning

### **DESIGN TECHNOLOGY (FLASH)**

- Work area
- Flash Drawing
- Simple animation
- Masking
- Importing Images
- Tweens and motion
- Adding animation
- Animation on path
- Designing layout
- Creating buttons
- Action script
- Sound and video
- Hexadecimal colour codes

### **LIST OF PRACTICALS**

1. Presentation
2. 30 sec short film / ad film

## **11 MCE02 (ELECTIVE II): NEW MEDIA STUDIES**

### **UNIT I**

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.

### **UNIT II**

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

### **UNIT III**

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.

### **UNIT IV**

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

### **REFERENCES**

- Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
- Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
- Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
- Global Information and World Communication (2<sup>nd</sup> edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997

- New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
- World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997
- Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
  
- Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
- The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.
- Media morphosis – By Roger Fidler, Sage publications, 1998
- New media – By Ronald Rice, Sage Publications, 1984
- Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
- Media performance – By Denis McQuail, Sage Publications London, 1992
- New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
- Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
- New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
- E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004

**SEMESTER III**  
**11 MCC10: FILM STUDIES & PHOTOGRAPHY**

**UNIT I**

Film as medium: Characteristics –Film Perception; Levels of Understanding – Film theory and semiotics-formalism and neo formalism- Film language – Film and psycho-analysis –film and cultural identity; hermeneutics, reception aesthetics and film interpretation.

**UNIT II**

Film forms: narrative and non-narrative- acting, costume, and music –Film and post modernism- post structuralism and deconstruction, Impressionism, expressionism and surrealism –Fiction: realism, symbolic simulation-typology genres of fiction-subjectivity, causality and time- Concepts of national Cinema – Issues in World and Indian Cinema.

**UNIT III**

Film production: Visualization –Script writing –characterization –storyboard-tool & techniques, Continuity style: Composing shots- spatial (mise en scene) - temporal (montage) – Camera shots: pan, crane tracking, and transition, Sound in Cinema: dimensions and functions- Film audience – Review and appreciation of film.

**UNIT IV**

Composition: Need for composing a picture, rules / conventions of composition, elements of composition and their role / relevance in communicating a message; Composition for a rectangular and square format; Techniques, methods of controlling composition.

Lighting: Properties of light, diffused light; Light sources artificial and natural; Basic lighting set-up, lighting for different situations, products, Indoor and outdoor lighting, controlling light, flash light.

Filters: Need of filters in B/W photography, basic colour relations, types and use of filters; Filter factor and its significance.

Still Photography: Photo-Journalism –techniques-news values of pictures-picture editing-photo feature and photo essay- Specialized photography: Advertising: types: product –industrial fashion- Nature and wild life photography- camera shots- Lighting techniques.

**UNIT V**

Still Camera: types, models features, functions. Camera accessories- lenses: types, uses- Film: types, uses-printing and developing of films- Dark room process- Digital format and process.

Colour photography: Light sources and their colour characteristics, meaning of colour temperature, filters used in colour photography; Lighting and exposing for colour photography.

**REFERENCES:**

- History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009
- Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
- Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
- Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
- Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
- Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
- Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
- Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.
- Kobre. 1996. Photo journalism – the professional approach. Focal press.
- Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.
- Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
- Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.
- Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom ang Mitchell Beazley.
- Practical photography – O.P. Sharma – Hind pocket books.
- The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebe – Focal press baston, London.Third edition.
- Mastering Digital Photography and Imaging ( 2001) – Peter K Burian – Publisher Sybex. USA. First edition.
- The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
- The Photographer’s Handbook. 1999 by John H edgecoe. Alfred A.Knopf Publisher,.
- Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland.
- Understanding Digital Photography by Joseph A . Ippolito, Thomson Delmar Learning, 2003.USA
- Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London .

- Film Theory and Criticism by Leo Braudy and Marshall Cohen (Paperback - Jan. 14, 2009)

## **11 MCC11: BROADCASTING (RADIO & TELEVISION)**

### **UNIT I**

Planning and Production of Radio Programmes; Sound Broadcasting Chains; Studio Recording Techniques; OB Recording; AM & FM Radio Principles of Sound; Perspective of sound; Microphones – Types and functions; Sound Mixing and editing.

### **UNIT II**

Sound recording and monitoring; Editing Sound and use of special effects; Stereo and Hi-Fi Sound Digital Recording and Editing.

### **UNIT III**

Radio News – how different; Radio Newsroom structure and operation; Reporting for News; Sources Structure for radio copy; Actuality and sound bytes; Voice dispatch; Interviewing for Radio News Editing Agency Copy; Editing Reporter's copy; Writing a lead-in; Headline writing; Using archival material.

Understanding Radio Programme Formats; Current Affairs Formats; Ten Minute interview Programme; Ten Minutes News Reel/Magazine; Talks/Commentaries; Audio Conferencing/space bridge-20 minutes; News Reading; News; Reading Commentary; Live Commentary ;news interactive live transmission; online interview; techniques.

### **UNIT IV**

Characteristics of television as a medium of communication; thinking with audio and pictures; Evolution of a television programme from conception till it goes on air; Stages of television production: Pre-production, production and post production; Television programme formats Production team and their functions.

Basic shots; Visual transitions and grammar; Using the television camera basic shots, camera movements, Visual grammar, colour balance, camera mountings; different types of camera and Video formats Lighting indoor and outdoor, basic three point lighting system.

Audio Equipment: Microphones-classifications and their uses Video editing; video transitions, insert and assemble editing, linear and non-linear editing, analog and digital editing.



## UNIT V

Planning a news Survey package, ENG – visualizing, sources, and elements of television news; Planning a news story, research and execution; Television interview-need and types, piece to camera – need and types Writing for television; writing to visuals, marking copy in production language.

Packaging and compilation of news: writing and editing individual stories; writing television news story script; individual; story production, elements of news story – visual PTC, interviews, ambience, graphics, music etc. Anchor lead-in/intro, headlines, teasers and promos Television anchoring.

### REFERENCES:

- On Camera: How To Report, Anchor & Interview by Nancy Reardon and Tom Flynn (Paperback - Sept. 29, 2006)
- This Business of Broadcasting by Leonard Mogel (Hardcover - June 1, 2004)
- Digital Video and Audio Broadcasting Technology: A Practical Engineering Guide (Signals and Communication Technology) by Walter Fischer (Hardcover - May 14, 2010)
- Radio Programming: Tactics and Strategy (Broadcasting & Cable Series) by Eric G. Norberg (Paperback - May 21, 1996)
- Media Promotion & Marketing for Broadcasting, Cable & the Internet, Fifth Edition by Susan Tyler Eastman, Douglas A. Ferguson, and Robert Klein (Paperback - Feb. 6, 2006)
- Stereophonic sound: Stereophonic sound. 3D audio effect, Binaural recording, Multichannel television sound, Subwoofer, FM broadcasting, High fidelity, Stereographic projection, Surround sound by Frederic P. Miller, Agnes F. Vandome, and John McBrewster (Paperback - Oct. 11, 2009)
- HDTV and the Transition to Digital Broadcasting: Understanding New Television Technologies by Philip J. Cianci (Paperback - Mar. 23, 2007)
- Successful Television Writing by Lee Goldberg and William Rabkin (Paperback - June 24, 2003)
- The TV Writer's Workbook: A Creative Approach To Television Scripts by Ellen Sandler (Paperback - Mar. 27, 2007)
- Audio Post Production for Television and Film, Third Edition: An introduction to technology and techniques by Hilary Wyatt and Tim Amyes (Paperback - Nov. 24, 2004)
- Writing Music for Television and Radio Commercials (and more): A Manual for Composers and Students by Michael Zager (Paperback - July 17, 2008)
- Screenwriting: The Art, Craft, and Business of Film and Television Writing (Plume) by Richard Walter (Paperback - Aug. 26, 1988)
- Studio Television Production and Directing: Studio-Based Television Production and Directing (Media Manuals) by Andrew Hicks Utter back (Paperback - Mar. 8, 2007)
- Television: Technology and Cultural Form (Routledge classics) by Raymond Williams (Paperback - Oct. 20, 2003)

- Television: Critical Methods and Applications (Routledge Communication Series) by Jeremy G. Butler (Paperback - Sept. 8, 2006)
- Channels of Discourse, Reassembled: Television and Contemporary Criticism by Robert C. Allen (Paperback - Aug. 6, 1992)

### **11 MCC 12: TERM PAPER (SPECIALIZATION)**

The term paper is a prelude to the project study in the final semester. The work comprises sourcing of back ground data, compiling them, sourcing of critical comments, analyzing, and preparing of a paper to be presented. The areas may comprise any of the following fields having social and topical relevance:

1. Advertising
2. Film
3. Television
4. Journalism
5. Radio
6. Public relations
7. Photography
8. Media, Society and culture
9. Communication theories

Evaluation of the paper will be on the basis of data gathering, analyses, presentation and references made. The final mark entity will include presentation of the paper.

### **11 MCC13: PHOTOGRAPHY & AUDIO VISUAL (PRACTICAL III)**

#### **LIST OF PRACTICALS**

1. Composition
  - 1a. Rule of Thirds a. Headroom b. Nose Room
  - 1b. Subject
  - 1c. Lens
2. Lighting- Types-key –fill- back - Rim- op-low- silhouette
3. Special Effects – Freeze frame – Slow shutter
4. Portraits
5. Product – Indoor, Outdoor

6. Advertising Photography
7. Architecture- Interior, Exterior
8. Environmental Photography
9. Industrial Photography
10. Photo-journalism
11. Photographs on Foods and Beverage
12. Monochrome to Color
13. Photo Essay – Photo feature
14. Digital Image Format for Various Media
15. Digital Print on Various Media

### **AUDIO VISUAL PRODUCTION**

#### **LIST OF PRACTICALS**

1. Radio
  - a. Jingles
  - b. Commentary (Live)
  - c. News Bulletin
  - d. News Feature
2. Television Production
  - a. Commercial (30 Seconds Max)
  - b. Short / Documentary (15 minutes' )

Concept theme- Focus- Treatment-Narration (story- past tense)

Script – Story board

### **11MCC14: LAB JOURNAL PUBLICATION      100 MARKS (4 CREDITS)**

- Every individual student along with one classmate has to edit and publish two A3 size newspapers (four pages) which will be circulated to the university departments and the affiliated colleges of the university. The students will be evaluated internally based on the articles contribution from them and first year students.

## **11MCE03 (ELECTIVE III): EVENT MANAGEMENT**

### **UNIT 1**

Introduction to event, Determining Market, Market Research, type of event , 5 'W's and involve 'F' , Establishing Business Site, Business Resources and Equipments, process of event management.

Planning: Concept, Importance of planning, Types of plan, Steps in planning, limitations of planning, Management by Objectives.

### **UNIT 2**

Financial Planning, Relationship with sponsor, planning of event, customer relationship, Services Pricing, Client and Supplier contracts, Operation Records, marketing & selling of ticket, Advertisement of event, Operation & Logistics.

Definition of Workshop, Types of Workshop, Ideal duration of Workshop, Execution of Workshop, Advantages of Workshop.

### **UNIT 3**

Media planning , Marketing, Advertising and Promotion, Employees & Personal, determining communication objective , target audience , step of event , making Ads , booking process , making of invitation card.

Introduction to Media; the Printed world, The Broadcast Media, Film as a Media, Web as a Prominent Media.

Media Campaign; Dynamics of creating and executing the complete campaign strategy – sales Promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

### **UNIT 4**

Permission and legal requirements, Accounting, Record Keeping and Taxes, permission of municipal corporation, permission of police commissioner, permission of traffic police, medical arrangement.

## UNIT 5

Portfolio Development, The Event Planning Process, Working with Suppliers, Request for Proposal, Costing of event up to execution , managing cash flow in event, Award Winning Events, assignment and project work.

Evaluation, Coordination and Control: Coordination: Concept, Significance, Techniques Control: Meaning, Process, Requisites of effective control, Control techniques,

Sporting Events; Running Events –Writing Your Major Event Strategy; UK Sport’s World Class Events Program; Preparing a Bid; A Suggested Business Plan Template; Insurance & Legal Issues; Marketing and Sponsorship ; Health and Safety & Risk Assessment; Data Protection; Volunteers; Ethical Considerations; Anti-Doping; Environment; Tourism and Sporting Events; The Economic Impact of Major Events; Sports Development; Support Services; Directory of Useful Contacts and Resources; Checklist and Practical Last Thoughts.

## REFERENCES :

- Professional Event Coordination (The Wiley Event Management Series) by Julia Rutherford Silvers (Hardcover - Nov. 10, 2003)
- The Complete Guide to Successful Event Planning : With Companion CD-ROM by Shannon Kilkenny (Paperback - Jan. 8, 2007)
- Professional meeting management: comprehensive strategies for meetings, conventions and events by professional convention management (paperback - may 30, 2008)
- Sustainable Event Management: A Practical Guide by Meegan Jones (Paperback - Jan. 2010)
- Event Studies: Theory, Research and Policy for Planned Events (Events Management) by Donald Getz (Paperback - July 25, 2007)
- Risk Management for Meetings and Events (Events Management) by Julia Rutherford Silvers (Paperback - Dec. 27, 2007)
- Art of the Event: Complete Guide to Designing and Decorating Special Events (The Wiley Event Management Series) by James C. Monroe and Robert A. Kates (Hardcover - Nov. 4, 2005)

- *Managing Local Government: Cases in Decision Making* (Municipal Management Series) by International City, James M. Banovetz, and County Management Association (Paperback - May 1998)
- *Innovative Marketing Communications: Strategies for the Events Industry* (Events Management) by Guy Masterman and Emma H Wood (Paperback - July 4, 2005)
- *Corporate Event Project Management* (The Wiley Event Management Series) by William O'Toole and Phyllis Mikolaitis (Hardcover - May 23, 2002)
- *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions* (The Wiley Event Management Series) by Leonard H. Hoyle (Hardcover - May 23, 2002)
- *Events Management* by Glenn Bowdin (Paperback - Aug. 30, 2010)
- *Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions* by Cheryl Mallen and Lorne Adams (Paperback - May 12, 2008)
- *Managing a Public Relations Crisis: Top PR Executives on Crisis Management, Communicating Effectively, and Managing the Media* (Inside the Minds) by Aspatore Books Staff (Paperback - Mar. 31, 2007)
- *Festival and Events Management: An International Arts and Culture Perspective* by Ian Yeoman, Martin Robertson, Jane Ali-Knight, and Siobhan Drummond (Paperback - Dec. 2, 2003)
- *Event Processing: Designing IT Systems for Agile Companies* by K. Chandy and W. Schulte (Hardcover - Sept. 24, 2009)
- *Uncivil Wars: Political Campaigns in a Media Age* by Thomas A. Hollihan (Paperback - May 7, 2008)
- *Public Relations* by Norman R. Nager (Paperback - Aug. 17, 1992)
- *The Executive's Guide to Corporate Events and Business Entertaining: How to Choose and Use Corporate Functions to Increase Brand Awareness, Develop New ... Nurture Customer Loyalty and Drive Growth* by Judy Allen (Hardcover - Jan. 22, 2007)
- *Trade Show & Event Marketing: Plan, Promote & Profit* by Ruth P. Stevens (Hardcover - Feb. 15, 2005)
- *Event planning* by Ian D. Oliver (Paperback - June 17, 2005)
- *The Ultimate Guide to Sports Marketing* by Stedman Graham, Lisa Neirotti, and Joe Goldblatt (Hardcover - Mar. 21, 2001)

**SEMESTER IV****11MCC15: RESEARCH METHODS IN COMMUNICATION AND MEDIA****UNIT 1**

Concept of research; Meaning, definition and nature of research; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research.

**UNIT 2**

Methods/techniques of research; Hypothesis and variables; Research design and its types Types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources.

Methods of research – Census, Survey, Random; Sampling - meaning, types and problems ; Survey research, experimental and field research, panel research; Reliability, validity and objectivity.

**UNIT 3**

Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale.

Sampling Design; Some basic Terms; Advantages of Sampling; Disadvantages of Sampling; The sampling process; Sampling methods; Characteristics of Good Sampling Design; sampling and non sampling errors; Sample size calculation (Numerical expected); Practical considerations in determining sample size.

Tools and methods of research; Sources of data - primary and secondary source ; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of audio and video.

**UNIT 4**

Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting.

**UNIT 5**

Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing.

**REFERENCES:**

- Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi
- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
- Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933

**11MCC16: INTERNSHIP I**

The student is required to undertake an internship of 35 days at the end of the second semester in Journalism / Advertising / Public Relations and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.

**11MCC17: INTERNSHIP II / WORKSHOP**

The student is required to undertake an internship of 25 days at the end of the Third semester in his/her field of interest and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.

Or

The students must participate in a media workshop organized by the department with the help of resource persons from the industry for a period of ten days and submit a portfolio record to be evaluated internally.



**11MCE04: PROJECT STUDY (REPORT -75 AND VIVA -25)**

Guidelines for Project Study for Post Graduation:

- |  |            |
|--|------------|
| i) Conceptualization of Subject and Research Problem | (10 marks) |
| ii) Analytical Presentation of Review of Literature  | (20 marks) |
| iii) Presentation of Methodology                     | (20 marks) |
| iv) Data Analysis and Discussion                     | (10 marks) |
| v) Final Draft and Presentation)                     | (15 marks) |

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Total 75 marks

**Chapterisation**

1. Introduction
  2. Review of Related Literature
  3. Research Methodology
  4. Analysis and interpretation
  5. Discussion and Conclusion
- Bibliography

Viva-voce