		BHARATHIAR UNIVERSITY : COUMBATORE 641 046					
		MA (Journalism & Mass Communication) University Department (CBCS Pattern)					
		(For the students admitted from the academic year 2017-18 onwards)					
		Scheme of Examination					
Semester I	**Code**	**Subject**	**Hrs**	**Internal**	**External**	**Total**	**Credits**
Core I	17MCC01	COMMUNICATION MODELS AND CONSTRUCTS	5	25	75	100	4
Core II	17MCC02	INDIAN CONSTITUTION, MEDIA LAWS AND ETHICS	4	25	75	100	4
Core III	17MCC03	REPORTING AND EDITING	6	25	75	100	4
Core IV	17MCC04	EDITORIAL PRACTICE (PRACTICAL I)	5	40	60	100	4
Core V	17MCC05	PRINT MEDIA (PRACTICAL II)	5	40	60	100	4
Elective I	17MCE01	MEDIA REVIEW	2	*50		50	2
Supportive I		SUBJECT CHOSEN BY THE STUDENTS	2	12	38	50	2
Semester II							
Core VI	17MCC06	ADVERTISING	5	25	75	100	4
Core VII	17MCC07	MEDIA, SOCIETY AND CULTURE	5	25	75	100	4
Core VIII	17MCC08	PRINT PRODUCTION	5	25	75	100	4
Core IX	17MCC09	NEW MEDIA STUDIES	5	25	75	100	4
Core X	17MCC10	DESIGN PRINCIPLES (PRACTICAL III)	4	40	60	100	4
Elective II	17MCE02	RADIO PRODUCTION (PRACTICAL IV)	4	40	60	100	4
Supportive II		SUBJECT CHOSEN BY THE STUDENTS	2	12	38	50	2
Semester III							
Core XI	17MCC11	FILM STUDIES	6	25	75	100	4
Core XII	17MCC12	DEVELOPMENT COMMUNICATION	6	25	75	100	4
Core XIII	17MCC13	PUBLIC RELATIONS	6	25	75	100	4
Core XIV	17MCC14	PHOTOGRAPHY AND TELEVISION PRODUCTION (PRACTICAL V)	6	40	60	100	4
Elective III	17MCE03	LAB JOURNAL PUBLICATION		*100		100	4
Supportive III		SUBJECT CHOSEN BY THE STUDENTS	2	12	38	50	2
Semester IV							
Core XV	17MCC15	RESEARCH METHODS IN COMMUNICATION	6	25	75	100	4
Core XVI	17MCC16	E-CONTENT DEVELOPMENT (PRACTICAL VI)	6	40	60	100	4
Core XVII	17MCC17	INTERNSHIP I & II		* 75+75		150	6
Elective IV	17MCE04	PROJECT (Report -50 and Viva -25)	4	25	75	100	4
						2250	**90**

* Internal Valuation only

17MCC01: COMMUNICATION MODELS AND CONSTRUCTS

OBJECTIVES :

- To understand the historical development of media theories and how they link with historically important social, political and technological events/issues in the field of mass communication.
- To develop an understanding of the strengths and limitations of basic theories of mass communication and the ability to apply those theories in research and practice.
- To comprehend how mass communication theories are accepted throughout society.
- To discover that mass communication is often at the centre of how we perceive "truth " and "reality"
- To critically evaluate theories as applied to practical mass communication problems

UNIT I:DEFINING COMMUNICATION: Elements and Functions of Communication; Dimensions of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication Importance of Verbal and Non-verbal Communication and Role of Kinesics

UNIT II :MODELS OF COMMUNICATION: Aristotle's definition of Rhetoric, Lasswell's model, Berlo's SMCR Model, Shannon-Weaver's Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model, Ecological Model

UNIT III:THEORIES AND IDEOLOGIES OF MASS COMMUNICATION:NORMATIVE THEORIES: Authoritarian media theory, Soviet-communist media theory, Libertarian or free press media theory, Social responsibility media theory; Democratic participant media theory, Development media theory

UNIT IV :PSYCHOLOGICAL AND SOCIOLOGICAL COMMUNICATION THEORIES: Cognitive Dissonance (Festinger), Selective Perception (Jerome Burner and Leo Postman), Cultivation Theory (George Gerbner*)*, Uses and Gratification Theory (Blumler, *J.* G., & Katz, E.)*,* Spiral of Silence (Elisabeth Noelle-Neumann), The Gestalt Theory of Motivation.

SOURCE THEORIES: Agenda Setting (McCombandShaw)**MESSAGE THEORIES:** Diffusion of Innovations (Everett M. Rogers), Propaganda theory (Harold Lasswell's), Framing Analysis (Goffman, Erving), Priming (Meyer and Schvaneveldt), Discourse Analysis, Social Construction, Two step flow of information, Print Capitalism (Banedict Anderson) Medium is Message (MacLuhan), and Manufacturing Consent (Chomsky)

CHANNEL THEORIES: Gate-keeping, Technological Determinism, Social Shaping of technology

UNIT V : AUDIENCE THEORIES : Uses and gratifications, Social categories theory, Social Learning theory, Reception, Hypodermic/Stimulus-Response/Magic Bullet, Multi-Step Flow Theory,Individual Differences, Selectivity Processes, Knowledge Gap, Perception, Aggressive Cues, Catharsis, Active theory of Television Viewing, The Third- Person Effect

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- Media, Message and Language", McLuhan et al. USA, 1980.
- Men, Woman Messages and Media", Schramm & Porter, Harper & Row pub. NY 1982.
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17MCC02: INDIAN CONSTITUTION, MEDIA LAWS AND ETHICS

OBJECTIVES:
- To introduce students to the idea of Journalism, its role and functions in society and democracy
- To develop understanding of Media and its relationship with India's Constitution and Media Laws
- To apprise students on the principles of ethics, journalistic ethics, their role and importance of ethical and responsible Journalism
- To understand about Indian constitution,   central and state government functionalities in India.

UNIT I: Meaning of the term Constitution, Preamble of the Constitution, Constituent Assembly, The Salient Features of Indian Constitution**.** Fundamental Rights: Right to Equality; Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, Fundamental Duties, The Directive Principles of State Policy, Ordinance, Bill, amendments.

Union Government : Union Legislature (Parliament),LokSabha and RajyaSabha (with Powers and Functions); Union Executive; President of India (with Powers and Functions) ; Prime Minister of India (with Powers and Functions); Union Judiciary (Supreme Court) ; Jurisdiction of the Supreme Court

STRUCTURE AND FUNCTION OF STATE GOVERNMENT : State Government – Structure and Functions – Governor – Chief Minister – Cabinet – State Legislature – Judicial System in States – High Courts and other Subordinate Courts.

INDIAN SOCIETY : Nature, Meaning and definition; Indian Social Structure; Caste, Religion, Language in India; Constitutional Remedies for citizens – Political Parties and Pressure Groups; Rights of Women, Children, transgender, Scheduled Castes and Scheduled Tribes and other Weaker Sections.

UNIT II:Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Interpretation of Article 19: Defining the freedom of the Press and Media, Supreme Court Judgements related to Article 19, Right to Information Act 2005: Right to know, Fundamental Rights and Duties.

Restrictions on Media : Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc, Indecent Representation of Women (Prohibition) Act 1986

UNIT III: Press Laws: Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI

Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, PrasarBharti Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act

UNIT IV: Laws of Human Rights- Child labour Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.

UNIT V : Cyber laws : The need for cyber laws: Regulation of Social Media and other web platforms; Regulatory authorities and framework; Implementation issues. Media Regulation: Regulatory practices in developed democracies, Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation,

Regulation of Broadcast, Press and Web: Challenges and Issues Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, Press Ombudsman: Readers' Editor, Media Council of India or PCI

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- Cyber crime Impacts in the New Millennium R.C. Mishra; Authors Press; edition; 2005
- Proprietary knowledge; politics of Intellectual property rights; KrishanGopal&Sarbjit Sharma; Authors press; 2006

17MCC03 :REPORTING AND EDITING

OBJECTIVES:

- To understand the fundamentals of news writing and editing
- To develop the skill of grasping various editorial applications of news, columns, features, editorials, etc.
- To help develop the knowledge and skill of researching into a topic of social importance and how to present the same

UNIT I: Understanding news: Definitions, purpose and importance of news, Qualities of newsaccuracy,clarity, objectivity, balance, directness, media-specific nature of news: cross platform discussion, the news Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities

UNIT II: News: Definitions, Concepts, Components, Values, Elements, Sources, Structure; Lead and its types; Body, Back grounding and Conclusion; Regular and Non-regular Reporting Beat; Interpretative and Investigative reporting; News agencies profile, structure and functions. Interview story: types, techniques, preparation and structure; Online News: elements, practice and content management; Essentials of Photo Journalism.

UNIT III : Elements of feature: Kinds of features: Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists; types of features: Human interest story, news features, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology,

Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Reviews, Analysis, Data Journalism: process; Data filtering; Data visualization: data analytics dash boards, interactive news graphics, integrated media production.

UNIT IV : Principles of editing: Meaning, objectives and tools - three C‟s; Six R‟s of Subbing; Copy selection; Style sheet: Guidelines for editing; Headlines: importance, functions, typography, style, types, readability and legibility; Editorial writing; Art of Writing: Book and Film Reviews, Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns; Essentials of page make up; layout and design; Picture editing: importance and selection of pictures, cut lines, cropping methods.

UNIT V: Each student will be required to develop a term paper on researchable Data journalism case studies and present them. The challenge here is to develop a topic of current interest in areas such as automobiles, crime, education, culture, archeology, government policies, politics, media, national and international conflict, gender issues , Popular Culture, Politics and Mass Media, Media in Wartime, Media Images of Women, Media Images of Religion , Fan culture, Teenagers and the Media, Violence in the Media. The paper should comprise around15 pages, including bibliography.

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- Four Worlds of writing" Lauer et al. Harper & Row Pub. NY, 1981. Essentials of Mass media Writing; T.K.Ganesh; authorspress; 2008

17MCC04 :EDITORIAL PRACTICE (PRACTICAL I)

Module: The subject comprises nearly 50 exercises in various news reporting and editing aspects which are designed and compiled as a work book for a semester. With a view to providing adequate practice and skills in the most essential areas of contemporary journalism, assignments are to be dealt with on a day-to-day basis. The completed work book is to be submitted for the endsemester practical examination.

17MCC05: PRINT MEDIA PRACTICAL II

VECTOR DESIGN PRACTICALS

You will be judged on the following:

1. Design

2. Fonts

3. Art style

Please use/create vectors and avoid real images/photos

1. Drawing a cartoon

2. Drawing an illustration

3. Folder Design

4. Typography and lettering design

5. Poster

6. LOGO

7. Packaging

8. Inspiring Web Design

10. Web Marketing Banner

10. Colourful Brochure Design

12. Infographics

13. Fun Typographic Posters

14. Invitation

PAGE LAYOUT DESIGN

1. News print Publication

2. Creating Interactive PDF Forms

3. Creating a Elegant Looking Resume

4. Design a portfolio magazine

17MCE01 :(ELECTIVE I) MEDIA REVIEW

OBJECTIVES :

- To aid the student in enhancing book reading habit.
- To critically analyse the structuring of the book.
- To draw up inferences on the various contentions of the author.

Two book reviews and their presentation are to be undertaken in a semester, of which one fiction and a non-fiction be chosen. An essential feature of a good book review is the reviewer's ability to write concisely so that a comprehensive evaluation of the book can be obtained from a brief reading in approximately 1200 words.

The point of a scholarly book review is not to summarize the content of the book, but to situate the historical merit of the book and to evaluate critically the author's purpose, thesis, contentions, and methods of analysis. Hence, the bulk of the body of one's review essay will be an evaluation of how convincing was the author's presentation of his/her thesis, and a commentary on the book's contribution to one's understanding of important issues.

Among the features you will want to include in a strong review are:

- A discussion of the author's main contentions.
- An explanation of the type of sources utilized, and the methods the author employs in choosing and organizing those sources.
- An assessment of the strong points or shortcomings of the book.
- How does this book change the way one should think about the subject (or about debated issues in the history of colonial America).
- Make references of specific portions of the book to illustrate your evaluation.

17MCC06 : ADVERTISING

OBJECTIVES :

- To introduce the students, to concepts and principles of advertising process and ad agency management

UNIT I: Understanding Advertising "Concept, Nature, Definitions, Evolution and History " Role, Objectives, Functions, and Significance " Basic Theories and Applications " Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages

UNIT II: Consumer Behaviour: Consumer motivation, Personality and Consumer Behaviour, Consumer perception, Consumer learning, Consumer attitude formation and Change, Communication and consumer behaviour, References groups and family influences, Social class and consumer behaviour, The influence of culture on consumer behaviour, Subcultures and consumer behaviour, Cross culture consumer behavior: an international perspective, Consumer Influences and diffusion of Innovations

UNIT III: Media planning: The function of media planning in advertising, Role of media planner, Challenges in media planning, Media planning process, Media planning for consumer goods, Media planning for industrial goodsSources of media research: Audit Bureau of Circulation, Press Audits, National readership survey/IRS, Businessmen's readership survey, Television, Audience measurement, TRP, National television study, ADMAR satellite cable network study, Reach and coverage study, CB listenership survey, http://www.adageindia.in/ , http://www.mediavataar.com/, http://www.exchange4media.com/, http://www.afaqs.com/ , http://www.medianama.com/

UNIT IV: Creative Strategy:Phases of Campaign Creation, Brief, Understanding the medium and writing for Print TV, Cinema, Radio, Innovativemedium, Internet, SMS, Principles of writing press release copy, Writing copy for mail order, direct mail, yellow pages, trade directory,classified advertisement, B2B advertising, Different types of Copy. Brand Building: Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands),Brand vision with respect to generic brandstatus, Product vs corporate branding, Branding strategies, Brand positioning, Brand leveraging

UNIT V: Digital Advertising " Defining Digital Advertising: Evolution and Current Status " Digital Media Landscape " Emailers and Search Engine Optimization Mobile Marketing and Augmented Reality Emerging Trends " Digital Advertising Agencies – Structure and Functions " How mainstream advertising agencies are going Digital and Integration today " Digital Media Integration across Advertising, Market Research, Activation etc. Advent of Hybrid Advertising (Online merging with Offline) " Digital Laws –IT Act/ TRAI " Various Case Studies : Successful and Disasters Brand Presence on Social Media

Advertising and Society Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.

REFERENCES

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- SHITOLE G.Y &BAGESHREE P.B.B: Social Advertising and Youth (Adhyayan Publications and Distributions, 2011)
- SINGH NISHANT(DR.): VigyapanPrabandhan (Omega Publications, New Delhi, 2010)
- TIWARI SANJAY: Uncommon Sense of Advertising: Getting the Facts Right (Response, 2003)
- TUNGATE MARK: Branded Beauty (Kogan Page Ltd. India, 2011)
- VILANILAM J. V. & VERGHESE A.K: Advertising Basics (Sage Publications, India, 2012)

17MCC07 :MEDIA, SOCIETY AND CULTURE

Understand the historical development of Mass Communication theories and how they link with historically important social, political and technological events/issues in the field of communication.

OBJECTIVES:

• To develop an understanding of the strengths and limitations of basic theories of mass communication and the ability to apply those theories in research and practice.
• To comprehend how mass communication theories are accepted throughout society.
• To discover that mass communication is often at the centre of how we perceive "truth" and "reality"
• To critically evaluate theories as applied to practical mass communication problems e.g. media portrayals of sex and violence.

UNIT I:COMMUNICATION, CULTURE AND MEDIA LITERACY : Communication-an overview, communication and culture, media literacy

UNIT II : SOCIAL INEQUALITY AND MEDIA REPRESENTATION*:* Media content and the real world, Race and Media content, Approaches to media analysis- Marxist, Semiotics, Sociology, Psychoanalysis,Gender and Media,Media and realism (class, gender, race, age, minorities, children etc.)

MEDIA AND IDEOLOGY : Dominant ideology versus cultural contradictions: media ideology as societal norms, hegemony as a tool of ideology

UNIT III :MEDIA IN A CHANGING GLOBAL CULTURE: Internet and society-impact on politics, education, business, culture, Crossing limits of time and space, The global media industry, Global media content

THEORIZING MEDIA AND SOCIETY *:*Globalization, Global Village, Cultural Imperialism, Framing, Public Sphere, Propaganda,Dependency, Structural Imperialism, Catharsis, Cultivation- Mainstreaming and Synchronization ; Frankfurt School (Adorno, Horkhiemer&Habermas),

UNIT IV: MASS MEDIA EFFECTS: The debate over media effects, framing media representations as everyday communication, effects of exposure to media violence, television and its violence- youth and children

UNIT V : Each person will be required to develop a 'term paper' on a researchable topic, select the appropriate theories and the methodological approach that will guide the study. The challenge here is to develop a topic of current interest, generate research questions and then identify relevant theories that help to understand the topic. The paper should be around 15 pages, including bibliography.

Desirable areas: Media and Children ; Media and Violence; Media and Crime; Media and Crisis; Media and Women; Media and Minorities; Media and Corruption; Health

Communication, Hunger and poverty, Inequality and illiteracy, Conflicts, Climate Change, Terrorism

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- More than words: An Introduction to Communication, Richard Dimbleby and GreemaButon, 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

17MCC08 : PRINT PRODUCTION

OBJECTIVES :

- To acquaint students with various printing processes and packaging .

UNIT I : Typography: characteristics typefaces and fonts : font styles and families, measurement : x height, points, pica, gauge, pica, em, en. Character and word spacing: kerning , tracking, line spacing (leading), leading and baseline grid, paragraph alignment, paragraph spacing, paragraph rules.Elements of Design: lines, shapes, mass, texture, and colour. Principles of design :balance, contrast, unity, rhythm, and proportion. Colours theory :RGB: the additive color mixing model, CMYK: the subtractive color mixing model, colour wheel : Primary , secondary, tertiary, warm, cool , Hue, shade, tint and tone. Colour schemes: Complementary colors, Analogous colors, Triadic colors. Colour psychology, Web Sites colours,Cultural colors

UNIT II : Print File Formats: Vector: Portable Document Format (PDF), Encapsulated Postscript Vector graphics (EPS), Joint Photographic Experts Group (JPG), Tag Image File Format(TIFF),Graphic Interchange Format (GIF) , Portable Network Graphics (PNG), AdobeIllustrator Artwork(AI). Bitmaps: TIFFs, JPEGs, PSDs, Additive Manufacturing File Format (AMF). Web: bitmap image (BMP), JPEG, PNG, GIF, Scalable Vector Graphics(SVG), Meta file format, Animation file format, Multimedia file format, Hybrid format, Virtual reality modeling format, Audio format. Resolution

UNIT III : PRINTING PROCESSES: **RELIEF PRINTING** (letterpress, flexography) , Principles and applications; **PLANOGRAPHIC PRINTING** (offset lithography) v Applications, Printing Process: Offset Lithographic Plate Making, Sheet fed Offset Lithographic Printing, Plate, blanket and impression cylinders. Flexography: Application, process;**RECESS PRINTING** (gravure/intaglio), Applications, Gravure Press Design and Equipment, Cylinder Preparation, Printing Process;**STENCIL PRINTING** (screen): Applications, Printing Process, Screen Preparation : Screen Materials and Preparation Overview, Screen Printing Presses. DIGITAL PRINTING (toner and inkjet)

UNIT IV :3D Printing **:** 3D Printing for Development and Education, Advantages of 3D printing to their designs, Various 3D printing technologies and materials, various 3D printing technologies and materials and select appropriately for a given application. 4D Printing

UNIT V : PACKAGING LAWS AND REGULATION : INDIAN REGULATORY SYSTEM Introduction, The Standards of weights and Measures Act (SWMA), Standard Units, Laws, Regulations and Ministries involved, Essential Commodities Act, Agricultural Produce (Grading and Marketing) Act, Prevention of Food Adulteration Act, Codex Standard Act, Export (Quality Control and Inspection) Act, Bureau of Indian Standards, Packaging requirements under PFA, Declaration and Labeling, Specification of Display panels, Statutory Requirements on Packages, PFA Enforcement methods, Fruit Products Order (FPO) Meat Food Products Order (MFPO) Agricultural Grading and Marking Rules (AGMARK), Edible Oil Packaging (Regulatory) Order.

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17MCC09 NEW MEDIA STUDIES

OBJECTIVES :

- To familiarize students on the distinctions of new media
- To critically evaluate the theories of new media in the context of new media issues and effects

UNIT I : New media Technology – Characteristics: New Communication Technologies , Convergence, Structure and Functions.

UNIT II: Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Frank Webster, Herbert Schiller, Jurgen Habermas, Danah Boyd, Harold *Adams* Innis, Manuel Castells, Michel Foucault, Judith Butler. 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 – Empowerment, participatory culture, Gaming: Gender representation, Culture jamming , Fan Culture .

Social and cultural consequences: Social Control and Democracy, New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives: National Knowledge Commission .Theories : Media Credibility, Technological Determinism, Global Village, Mediamorphosis, Hyperpersonal Communication, Internet Addiction Internet Use and Depression, Internet Dependency, Networking Theory.

UNIT IV: New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, New Media – Uses, Adoption of ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap.

UNIT V: New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

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17MCC10 : DESIGN PRINCIPLES (PRACTICAL III)

Vector

1. Understanding gradients
2. Using Pattern
3. Creating Characters
4. Working with 3D
5. Typography
6. Building objects
7. Analogue effects

Bitmap

1. Typography: build elegant type art
2. Designing a Concert Poster
3. Illustration and art tutorials
4. Vector portraits
5. Designing an Album
6. Creating Movie Poster Concepts
7. Creating Powerful Lighting Effects
8. Visual Design for the Web
9. Digital Painting

2 D animation

1. 5 min Video for Topic
2. Website Design
3. Game Design

17MCE02 RADIO PRODUCTION (PRACTICAL IV)

- To emphasize the power of sound in Communication
- To gain Radio production skills by producing various programme formats

1. Hands on practical's in radio news writing, scripting , editing and sound recording

A. Submission of script for a radio news bulletin of 5 minutes duration and its production

B. Students have to produce a radio documentary/drama of maximum 15 minutes duration. The project will cover all aspects of sound design and production. Students can do documentary on any current affairs issue.

C. Jingles

D. Commentary (Live)

E. News Feature

17MCC11: FILM STUDIES

OBJECTIVES :

- To provide students with an overview of the basic theories, ideas, and methods offilm and media studies. Accordingly, readings and screenings will introduce importantconcepts (e.g. realism, authorship, narrative, genre, national cinema), modes of film practice, and critical approaches, preparing students to be ready for taking otheradvanced elective courses of the minor in the future.

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, montage,Russian Formalism, Impressionism, German 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-tools & 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 : Gender and Sexuality Feminist theories and Film making practices Feminist Critiques of Dominant practices/ Laura Mulvey / Mary Ann Doane/ Moly Huskel: Women's Cinema, LGBT films, alternative sexualities in documentaries and experimental films.

UNIT V :
Great directors: an outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sica, Akira Kurosawa, Ingmar Bergman, Jean Luc Godard, Satyajit Ray, MrinalSen and other contemporary personalities.

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17MCC12 :DEVELOPMENT COMMUNICATION

OBJECTIVES :

- To enable the students to understand factors governing national development.
- To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.

UNIT I : Concepts of Development: Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

UNIT II : Social Change: Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernisation and post-modern.

UNITIII : Development Communication: Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

UNIT IV: Alternative Theories of Communication for Development: Development of What And Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

Case studies : Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia.

UNIT V:
Each one will be required to develop a term paper on a researchable topic from the one of the following areas, select the appropriate theories and the methodological approach that will guide the study. The challenge here is to develop a topic of current interest, generate research questions and then identify relevant theories that help us understand the topic. The paper should be around 15 pages, including bibliography.
Suggested areas: Developmental Projects and welfare schemes

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17MCC13 : PUBLIC RELATIONS

OBJECTIVES :

- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of Corporate Communication and its expanded role in organizational and marketing communication

UNIT I: Understanding PR & CC " PR –Concepts, Definitions and Theory " Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links. " The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney) " Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory " Understanding Various Concepts, viz., PR, Press Agent, Publicity, Propaganda and Advertising " Defining Publics/Stakeholders

UNIT II: PR Process and Practice " The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies " Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) " The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin " Sports PR " Entertainment and Celebrity Management " Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change

UNIT III: What Media Expects from PR? Understanding Media Needs/New Value of Information etc. " PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs. " Crisis Communication " PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations " Media Tracking, PR Angle & Response " Research in PR " Laws and Ethics in PR " Introduction to PR Awards " PR Measurements " Campaign Planning in PR

UNIT IV : Introduction to Corporate Communication " Defining Corporate Communication. Why Corporate Communication is Important? " Defining and Segmenting Stakeholders in Corporate Communication " Various kinds of Organizational Communications " Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).

UNIT V Corporate Communication Strategies and Tools: Applications " Crisis Communication " Corporate Image Management " Corporate Identity " Events, Sponsorships, Trade Shows " Corporate Advertising " CC/PR in Brand Building " Corporate Social Responsibility & Sustainable Development " Financial Markets and Communication " Investor Relations

Corporate Communication Applications " Corporate Governance " Public Affairs/Government Relations/Advocacy/ Lobbying/ " Case Studies " Laws & Ethics in CC

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JOURNALS
Journal of Public Relations,
PR Quarterly,
Public Relations review PR Strategist
MAGAZINES/NEWSPAPERS
Business India
Business World
Business Today
The Business Standard
The Economic Times
The Financial Express
Pitch
USP Ag

17MCC14 : PHOTOGRAPHY AND TELEVISION PRODUCTION (PRACTICAL V)

OBJECTIVES :
* To provide an insight into the core concepts associated with film and television production

LIST OF PRACTICALS

1. Composition
2. Lighting- Types-key –fill- back - Rim- op-low- silhouette
3. Aperture - Slow shutter- ISO
4. Black and White
5. Portraits
6. Advertising Photography
7. Environmental Photography
8. Photo-journalism
9. Photo Essay – Photo feature

AUDIO VISUAL PRODUCTION

Television Production

A. Creation of individual TV News stories of 2 minutes duration

Students are required to produce a full fledged news bulletin. The required reporting, editing, sound mixing and other journalistic and non-journalistic aspects of news production should be carried out by the student. The project should be worked and carried out through various news production stages after the final approval from the supervising faculty. The final work will be evaluated on the basis of the journalistic and technical quality.

B. Documentary (15 minutes")

Concept theme- Focus- Treatment-Narration (story- past tense) Script – Story board

17MCE03: LAB JOURNAL PUBLICATION

OBJECTIVES:

To provide the student with a hands-on experience in the production of a newspaper in the areas of content creation, editing and page make up.

Every individual student, along with one classmate, has to edit and publish a four page A3 size newspaper which will be circulated to the university departments and the affiliated colleges of the university. The students will be evaluated internally based on their contribution. The publication begins in the second semester and ends in the third for every batch.

17MCC15: RESEARCH METHODS IN COMMUNICATION

OBJECTIVES :

- To understand the theoretical concepts of qualitative and quantitative research techniques.
- To enhance the students' applications of research nuances from the stage of research formulation through to presentation.

UNIT I: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 II : 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 III : 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 IV : 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 V : 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:

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17MCC16: E-CONTENT DEVELOPMENT (PRACTICAL VI)

The e-Content development and the associated web based learning described here do not seek to replace traditional teaching and learning, but are expected to supplement them.

Concept theme- Focus- Treatment-Narration (story- past tense) Script – Story board

- Learner Friendly: for easy navigation
- Learner Centric: to be useful in self-instructional mode
- Teacher Friendly: so as to be used in various teaching-learning methods such as classroom lectures, tutoring to a group, lab session, etc.;
- Employing Learner Centric Pedagogy: specifically, the designer of the e-Content should pay attention to the teaching model used - such as simple information communication, exploratory approach, discovery approach, mastery learning etc. Many types of interactive methods should be included to make the learning process effective and efficient.

- 5 minutes e-content project to be submitted of your preferred subject in communication

17MCC17: INTERNSHIP I & II

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.

INTERNSHIP II : 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.

17MCE04: 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) -------------- Total 75 marks

          Chapteri sation
          1. Introduction & Review of Related Literature
          2. Research Methodology
          3. Analysis and interpretation
          4. Discussion and Conclusion
          Bibliography
          Viva-voce

          SUBJECT CHOSEN BY THE STUDENTS