



St. Xavier's University, Kolkata

SYLLABUS FOR MA MASS COMMUNICATION

Action Area IIB

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COURSE OUTLINE

Sem	Paper Code	Course Title	Full Marks	Pass Marks	CIA MARKS		End Sem Marks	Credits
					WT	O		
I	MMR110T	Mass Communication Theories	100	40	10	10	80	6
	MMR120T	Print Media	100	40	10	10	80	6
	MMR130T	Media Laws & Ethics	50	20	5	5	40	3
	MMR140P	Print Practical	50	20	-	10	40	3
	MMR150T	Broadcast Journalism	75	30	7.5	7.5	60	6
	MMR150P	Broadcast Journalism Practical	25	10	-	5	20	
TOTAL			400	TOTAL				24
II	MMR210T	Advertising & Public Relations	100	40	10	10	80	6
	MMR220T	New Media	50	20	5	5	40	3
	MMR230P	New Media Practical	50	20	-	10	40	3
	MMR240T	Film Studies	100	40	10	10	80	6
	MMR250T	Development Communication	100	40	10	10	80	6
TOTAL			400	TOTAL				24

Sem	Paper Code	Course Title	Full Marks	Pass Marks	CIA MARKS		End Sem Marks	Credits
					WT	O		
III	MMR310T	Communication Research	100	40	10	10	80	6
		Internship						2
	MMR321T	Consumer Behaviour & Market Research	100	40	10	10	80	5
	MMR331T	Corporate Communication & Crisis Management	100	40	10	10	80	5
	MMR322T	Audio Visual Production & Online Production	75	30	7.5	7.5	60	5
	MMR322P	Audio Visual Production & Online Production Practical	25	10	-	5	20	
	MMR332T	Audio visual production & Audio -Visual Script Writing	50	20	5	5	40	5
	MMR332P	Audio visual production & Audio -Visual Script Writing Practical	50	20	-	10	40	
	MMR343T*	Science & Environment Journalism	100	40	10	10	80	6
	MMR353T*	Sports Journalism	100	40	10	10	80	6
	MMR363T*	Entertainment Journalism	100	40	10	10	80	6
TOTAL			400	TOTAL			24	
IV	MMR410T	Media Management	100	40	10	10	80	6
	MMR421T	Branding and Brand Management	100	40	10	10	80	6
	MMR431T	Digital Media Marketing	100	40	10	10	80	6
	MMR422T	Production Design and Management	75	30	7.5	7.5	60	6
	MMR422J	Television Commercial Project	25	10	-	5	20	
	MMR432J	Final Film Project	100	40	20		80	6
	MMR440J	Dissertation	100	40	20		80	6
TOTAL			400	TOTAL			24	

ACRONYMS (AS APPLICABLE)

T = Theory

WT = Written Test

P = Practical

O = Others (seminar/ presentation/class room activity, etc.)

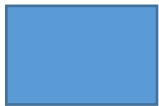
J = Project

*** Optional Paper [Students need to choose anyone]**

Colour Code Illustration :

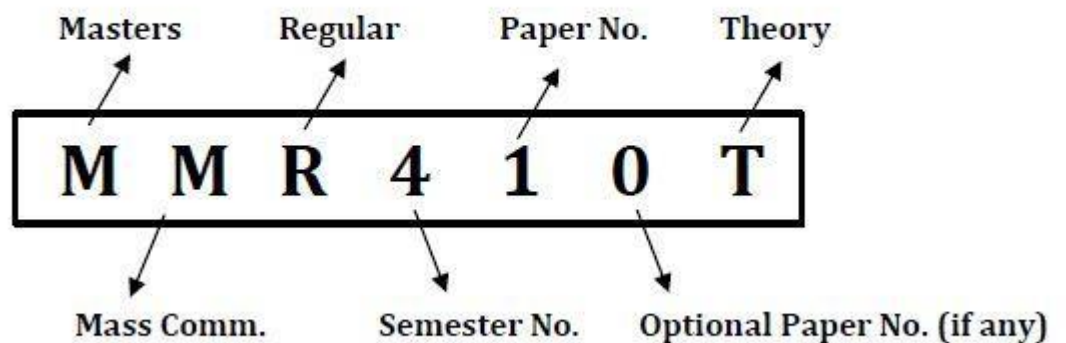


Marketing Communication



Digital video Production

PAPER CODE ILLUSTRATION



Mass Communication Theories

Paper Code: MMR 110T Credits: 6 Total Marks : 100

Programme Outcome:

- **P01: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **P02: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **P07: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcome:

CO:1. Students will be able to understand communication theories and models and appreciate the traditions of mass communication theories.

CO:2. Students will develop their ability to analyse media and it's relationship with society.

CO:3. Students will expand their appreciation for understanding audience and the significance of audience research

CO:4. Students will be able to explore the role of various media organizations both at national and international level

CO:5. Students will be able to develop a foundational understanding to produce a theoretically strong research in the discipline of mass communication.

Learning Outcome:

L01 : To familiarize the students with mass communication models and theories

L02 :To enable students explore and appreciate the history and traditions of mass communication theories;

L03 : To enable students understand and apply mass communication theories and models in communication research

Syllabus :

Module 1 : Communication theories & models, Normative Theory; Media and Public Interest; Social Responsibility Theory; Critical approaches – political economic approaches – Marxist approaches – hegemonic theory – social – cultural approach – different models of communication – their relevance today.

Module 2 : Media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Feminist critiques of media. Media and the minorities. National culture and communication policy. Mass Society; Functionalism; Technology Determinism; Information Society. Civil Society and Public Sphere.

Module 3 : Audience theory: Goals of audience research. Alternative traditions of research. Audience issues of public concern — Types of audience: The audience as a group or public the gratification set as audience, the medium audience — Audience as defined by channel or content; Structural approach to audience formation

Module 4 : Media Organization: The media organization in a field of social forces; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics; Global Mass Media: Origins of Globalization; International Media Dependency; International News Flow; Cultural Imperialism and Beyond; Global Media Governance.

Module 5 : Media Content: Critical perspectives on content; Structuralism and semiology; Media content as information; Media performance discourse; Objectivity and its measurement; Questions of research methods

Module 6 : Media Effects: The natural history of media effect research and theory: four phases — Types of communicative power — Levels and kinds of effects — Processes of media effect. Cultural studies. Media Literacy; Stereotyping Entertainment and Enjoyment as Media Effects.

References :

- Bittner, J. R., Mass Communication, 6th ed. (Boston, MA: Allyn and Bacon, 1996), 11.
- Griffin, E., A First Look at Communication Theory, 7th ed. (Boston, MA: McGraw-Hill, 2009), 352–53.
- McQuail, D., McQuail's Mass Communication Theory, 6th ed. (Thousand Oaks, CA: Sage, 2010), 457.
- Stevenson, N. (1997). Understanding media culture: Social theory and mass communication.
- Baran, S & Davis, D.K. (2010) Mass Communication Theory — Foundations, Ferment and Future.
- Cengage Learning
- Wimmer, Roger D. and Joseph Dominick. (2006). Mass Media Research. New Delhi: Wadsworth (Indian Edition).

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome

1	Communication Theories and model	<p>Introduction to communication and Mass Communication, Introduction to Mass Communication models, Types of Communication Models and Function of Communication Models, communication Model: aristotle's model, lasswell model, Shanon and Weaver model, Mathematical model,</p> <p>David Berlo's Model New Comb's Model Westley Mc Lean's Model George Gerbner 's Model Media Dependency Model Chomsky Herman Model's Propaganda Model</p> <p>Introduction to Communication Theories Communication Theory: Magic Bullet theory, individual Difference theory, Communication Theory: Personal Influence Theory Communication Theory: Agenda Setting Theory, Communication Theory: Spiral of Silence Communication Theory: Cultivation theory Communication Theory: Uses and Gratification, Communication Theory: normative theory, Communication Theory: Uncertainty Reduction</p>		16	10	1	CO1 CO2
2	Media and Society	<p>Culture, Mass culture & popular culture, Cultural Imperialism, Multiculturalism and sub- cultures, Post modernism culture, Feminist critiques of media, Media and the minorities, National culture and communication policy, Mass Society; Functionalism; Technology</p>		16	20	1	CO4, CO5

		Determinism;Information Society & Public sphere,Civil Society and Public Sphere,					
3	Audience Theory and Pressure Groups	Audience theory,The goals of audience research ,Alternative traditions of research,Audience issues of public concern,Audience as group or public,Types of audience,Gratification set as audience,the medium audience,audience as defined by channel or content,structural approach to audience formation,		15	20	1	C02
4	Media Organization	Media Organizations in the field of social forces,Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics;Globalization of Media and global media, NANAP, NWICO and Third World countries viewpoint, Mc Bride Commission – Reviews and Recommendations,International Media Dependency,Cultural Imperialism , Media Hegemony,Global village ,Globalization and Global media Governance		17	20	1	C03,C04
5	Media Content	Critical perspectives of content,Basics of structuralism,Basics of Semiotics,Media content as information,Media performance as a discourse,Objectivity and its		15	15	1	C03,C04

		measurement, Questions of research methods					
6	Media Effects	The natural history of media effect research and theory: four phases — Types of communicative power — Levels and kinds of effects — Processes of media effect. Cultural studies, Media Literacy, Stereotyping and Entertainment and Enjoyment as Media Effects.		17	15	1	C04, C05

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H			M			
CO 2		H					
CO 3					H		
CO 4							M
CO 5		H	M				
TOTAL							

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	10
<i>End Semester Theory</i>	<i>Written</i>	80
<i>Total</i>		100

PRINT MEDIA

Paper Code: MMR120T Credits: 6 Total Marks: 100

Programme Outcome

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes

- **C01: Remember** – To learn the concept of news gathering and reporting.
- **C02: Remember** – To learn the various types of beats that are covered by the Print media.
- **C03: Understand-** To understand the various printing techniques present in the print industry.
- **C04: Understand-** To gain understanding about the various personals that are involved in the Editing process.
- **C05: Apply-** To utilize the knowledge of editing by following the necessary steps involved in it.
- **C06: Create-** To create a newspaper layout with a proper format.

Learning Objectives

- **L01-** To develop understanding of industry standards and forms of content writing in Print Media.
- **L02-** To study the ethics related to writing and coverage in Print Media.
- **L03-** To understand the functioning of various personals of Print Media.

Syllabus

Module 1: Concept of News and Reporting: News process – from event to the reader. News values. Basic components of a news story – attribution, verification; balance and fairness, brevity. Reporter – role, duties and qualities. News sources and gathering facts. Different forms of reporting – spot news/live reporting- Reporting public affairs, meetings, conferences, seminars, cultural, civic and social events.

Module 2: Types of Reporting: Crime, Legislature, Courts, Business, Agriculture, Science and Technology, and Sports reporting. Investigative & Interpretative reporting, trends, in-depth and advocacy reporting, writing curtain raisers, interviewing techniques, reporting of fashion and lifestyle. Building and using backgrounds.

Module 3: Editorial Department: Organizational structure of a newspaper’s editorial department. Role and function of an editor, news editor, chief-sub editor and sub-editor. Different types of copy – Agency copy, Bureau copy, District Copy. News values and selection of news. Different Desks - General Sports Features, business, etc.

Module 4: Editing Process: Symbols, Handling various types of copy; Re-writing, Translation. Integrating, Updating. Proof reading, Style book/sheet. Evolution of technology in editing. Headlines – functions & types. Unit count. Headline schedule. News schedule. Planning of pages and editions. Editing supplements, features and special pages.

Module 5: Design and Printing: modern printing techniques, copy writing & editing & page make up

Module 6: Layout and Editing: Creation of newspaper layout and editing.

References:

- Handbook of Journalism and Mass Communication by Virbala Aggarwal, Neha Publishers & Distributors (2012)
- Beginners' Guide to Journalism & Mass Communication Paperback by Barun Roy, V & S Publishers (2013)
- Journalism by Stovall. PHI Learning Publication.
- Tell Me No Lies: Investigative Journalism and its Triumphs by John Pilger, RHUK (2005)
- Everyman's War: Strategy, Security and Terrorism in India by Raghu Raman, RHI (2013)
- This Divided Island: Stories from the Sri Lankan War by Samanth Subramanian, Atlantic Books; (2016)
- Liberation: Bangladesh - 1971 by Maj Gen Dhruv C Katoch, Bloomsbury India (2015)
- Kargil from Surprise to Victory by General V. P. Malik, Harper India (2011)
- News Reporting and Editing: K.M. Srivastava
- News Editing: Bruce Westley
- Editing and Design: Harold Evans

- History of Indian Journalism: J. Natarajan
- Choices: Inside the Making of Indian Foreign Policy by Shivshankar Menon, Penguin Random House India (2016)
- Press Box Revolution: How Sports Reporting Has Changed over the Past Thirty Years by Rich Coutinho, Sports Publishing (2017)
- Sports Illustrated: Fifty Years of Great Writing by Editors of Sports Illustrated, Sports Illustrated; 50th Anniversary ed. edition (December 2003)
- Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer, James R. Schaffer, Brian A. Rosenthal. Rowman & Littlefield Publishers (October 15, 2009)

Mod ule No.	Module Name	Topic(S)	Des crip tion	No. of Hours Allocat ed	Marks Allotte d	Credit of each module	Associat ed Course Outcom e
1	Concept of News and Reporting	News process – from event to the reader. News values. Basic components of a news story – attribution, verification; balance and fairness, brevity. Reporter – role, duties and qualities. News sources and gathering facts. Different forms of reporting – spot news/live reporting- Reporting public affairs, meetings, conferences, seminars, cultural, civic and social events.		13 hrs	16.25 %	1	CO1
2	Types of Reporting	Crime, Legislature, Courts, Business, Agriculture, Science and Technology, and Sports reporting. Investigative & Interpretative reporting, trends, in-depth and advocacy reporting, writing curtain raisers, interviewing techniques, reporting of fashion and lifestyle. Building and using backgrounds.		15 hrs	18.75 %	1	CO2

3	Editorial Department	Organizational structure of a newspaper's editorial department. Role and function of an editor, news editor, chief-sub editor and sub-editor. Different types of copy – Agency copy, Bureau copy, District Copy. News values and selection of news. Different Desks - General Sports Features, business, etc.		13 hrs	16.25 %	1	C04
4	Editing Process	Symbols, Handling various types of copy; Re-writing, Translation. Integrating, Updating. Proof reading, Style book/sheet. Evolution of technology in editing. Headlines – functions & types. Unit count. Headline schedule. News schedule. Planning of pages and editions. Editing supplements, features and special pages.		13 hrs	16.25 %	1	C05
5	Design and Printing	modern printing techniques, copy writing & editing & page make up		13 hrs	16.25 %	1	C03
6	Layout and Editing	Creation of newspaper layout and editing		13 hrs	16.25 %	1	C06

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H	H			H		
CO 2				H			H
CO 3			M				
CO 4				H	H		
CO 5		H		H	H		H
CO 6	H	H	H	H			
TOTAL	3	3	2.5	3	3		3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 20 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	10	PO1, PO2, PO3
TOTAL		20	

END SEMESTER EXAMINATION (out of 80 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	80	PO1, PO2, PO3, PO4, PO5, PO7

PAPER – MEDIA LAWS & ETHICS

Paper Code: MMR130T Credits: 3 Total Marks: 50

Programme Outcome

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes

- **CO1: Remember** – To learn and be able to recall the various provisions that fall under the Constitution of India.
- **CO2: Understand-** To understand the provisions provided under laws on privacy and freedom.
- **CO3: Understand-** To gain understanding about guidelines that regulate content on Electronic Media as well as Digital Media.
- **CO4: Understand-** To understand the code of ethics that guides advertising, journalism, electronic and print media.

1	Media Laws: General	Constitution of India, Freedom of Speech & Expression; Defamation: Civil & Criminal; Contempt of Court; Trial by Media & Right to Privacy; Press & Registration of Books Act 1867; Prohibition of Disclosure of Identity of Victim of Sexual Assault U/S 228-A of IPC; Laws related to Reporting on Women; Laws related to Reporting on Children; Right to Information Act; Intellectual Property Acts; Copyright Act		15 hrs	33.3%	1	CO1, CO2
2	Electronic Media	Compulsory sharing of sports signal Act; Cable TV Network Regulation Act 2005; Information Technology Act, 2000; I.B.F.; NBA; BCCC		15 hrs	33.3%	1	CO3, CO5
3	Codes of Ethics	Press Council of India; Press Council of India's different Codes of Ethics; Advertising Standard Council of India's Codes of Ethics; Sting Operation & its Ethics; Guidelines for Parliamentary Coverage; Election Commission of India's Guidelines; Paid News, PCI constitution, members, functions, history		15 hrs	33.3%	1	CO4, CO5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics

CO 1	H			H	H		
CO 2				H	H		H
CO 3		H	M	H	H		H
CO 4		H		H	H		H
CO 5	H	H		H	H		H
TOTAL	3	3	2	3	3		3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 20 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	5	PO1
CIA Exam (Exam to be conducted by COE)	Individual	5	PO1, PO2, PO4
TOTAL		10	

END SEMESTER EXAMINATION (out of 40 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Exam to be conducted by COE)	Individual	40	PO1, PO2, PO3, PO4, PO5, PO7

PRINT PRACTICAL

Paper Code: MMR140P

Credits: 3

Total Marks: 50

Programme Outcome

- **P01: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **P02: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **P06: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **P07: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes

- **C01: Remember** – To learn the different components of design for print media.
- **C02: Understand-** To understand the various layout techniques for print media.
- **C03: Apply** – To use the various elements of Newspaper for making design.
- **C04: Analyse-** To analyse the various printing method, color theory.
- **C05: Apply-** To create proper newspaper by using different software.

Learning Objectives

- **L01-** To develop an understanding of various steps and ethics of Newspaper design.
- **L02-** To describe the different elements and tools of Print Media.
- **L03-** To operate design software and create innovative design for Print Media.

Syllabus

Module 1: Photoshop: Basic knowledge about vector and raster graphics, pixel, resolution, different colour modes, units and how to implement research before starting the digital work. Autocorrelation; Layer control;

Using images, guides, grids and rulers with transform tools; Working with text, brushes and pen tool; Retouch and correction the images with different retouching tools. Use of different image adjustment options.

Module 2: InDesign : Getting to know the tools, panels, and workspaces; Learning how to navigate and zoom in a document; Setting up master pages in a document; Building automatic page numbering and sections; Placing text and graphics on document pages; Working with typography, including tracking and kerning; Creating drop caps, rules, tabs, dot leaders and hanging indents; Placing, managing and editing linked graphics; Working with clipping paths and alpha channel masks; Exporting documents to PDF for commercial printing; Interacting InDesign with other adobe applications.

Module 3: Practical Project: Students will submit a complete hard copy of a newspaper layout.

References:

- Adobe InDesign CC, Kelly Kordes Anton & John Cruise
- Adobe Photoshop CC, Andrew Faulkner & Conrad Chavez.
- Langford, M. J. (2000). Basic photography. Taylor & Francis.
- Langford, M. J., & Smallwood, J. (1978). The step-by-step guide to photography. Ebury Press.
- Long, B. (2012). Complete digital photography. Cengage Learning.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Photoshop	Basic knowledge about vector and raster graphics, pixel, resolution, different colour modes, units and how to implement research before starting the digital work. Autocorrelation; Layer control; Using images, guides, grids and rulers with transform tools; Working with text, brushes and pen tool; Retouch and correction the images with different retouching tools. Use of different image adjustment options.		12 hrs	20%	1	CO1 CO4
2	InDesign	Getting to know the tools, panels, and workspaces; Learning how to navigate and zoom in a document; Setting up master pages in a document; Building automatic page numbering and sections;		18 hrs	20%	1	CO2 CO3

		Placing text and graphics on document pages; Working with typography, including tracking and kerning; Creating drop caps, rules, tabs, dot leaders and hanging indents; Placing, managing and editing linked graphics; Working with clipping paths and alpha channel masks; Exporting documents to PDF for commercial printing; Interacting InDesign with other adobe applications.					
3	Practical Project	Students will submit a complete hard copy of a newspaper layout.		15 hrs	60%	1	CO5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H					M	H
CO 2	H	H	H	H			H
CO 3		M			H		
CO 4			H	H	H		
CO 5	H	H	H	H	H	M	H
TOTAL	3	2.5	3	3	3	2	3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 20 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual	10	PO1
CIA Exam (Exam to be conducted by COE)	Individual	0	-
TOTAL		10	

END SEMESTER EXAMINATION (out of 80 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Practical Exam (Exam to be conducted by COE)	Individual/Group	40	PO1, PO2, PO3, PO4, PO5, PO7

BROADCAST JOURNALISM

Paper Code: MMR150T Credits: 6 Total Marks : 75

Programme Outcome:

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objective:

1. To familiarize the students with television and radio as a medium of mass communication.
2. To give a thorough training of camera operations so that the students can develop a good understanding of both still and video camera.
3. To develop the practical skills of the students so that they can work in an audio-visual production.

Course Outcome:

CO-1 Students would be able to understand radio and television as a mass media.

CO-2 Students would be able to develop skills which required in the diverse radio and television program formats.

CO-3 Students would be able to create program for TV & Radio

CO-4 Students would be able to perform skillfully.

CO-5 Students would be able to plan for the broadcast program.

Syllabus :

Module 1 : Radio as a mass medium - History of AIR - Characteristics of Radio - Prasar Bharati - Emerging trends in radio broadcasting – HAM, internet radio, satellite radio – Different FM channels, revival of radio with FM – Community Radio in India.

1	Introduction to Radio	Radio as a mass medium - History of AIR - Characteristics of Radio - Prasar Bharati - Emerging trends in radio broadcasting - HAM, internet radio, satellite radio - Different FM channels, revival of radio with FM - Community Radio in India.		16	15%	1	CO1
2	Radio Program Formats	Structure of Radio Station - Authorities - Roles and Responsibilities - Different types of Radio Programmes - Classifications and Significance - Radio Feature - Radio Documentary - Radio Drama - Studio interviews - Studio discussions - Phone-in programmes - O.B. production of sporting and mega events - Radio programme production process and techniques - Sound recording process - Microphones and its various types and uses - field recording skills - studio chain; live studio broadcast with multiple sources - News production using sound bytes - Research and budgeting, scripting for radio news, news dispatch.		23	20%	1	CO4,CO5
3	Writing for Radio	Writing for radio - Spoken language writing - writing for programmes - News writing - structuring		20	10%	1	CO2, CO4

		radio copy - voice designing enunciation, flow, pronunciation, modulation.					
4	Introduction to Television	TV as a medium of mass communication, its characteristics, advantages and disadvantages, Basic Shots & Basic Camera Movements, Composition, Principle of Visual Editing..		13	20%	1	C02,C05
5	Television Reporting	Challenges and Opportunities of Reporting for TV, Scripting for TV news, Piece to Camera, Sound Bite, Voiced over News Capsule, and Interview for TV.		25	15%	1	C03,C04
6	Sound Editing	Knowledge of sound editing software. Production of news capsule, Making Radio Features and Documentaries on Social Issues - Conducting Radio interviews - Using of SFX, Audio aids.		20	20%	1	C03,C04

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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SEMESTER : II

	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H				M		
CO 2		H					M
CO 3		H	M				
CO 4	H			M			
CO 5	H						
TOTAL	3	3	2	2	2		2

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Examination	Type	Marks	Total Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	$(5+5+10) = 20$	10
	<i>Other Component</i>	10	10
<i>End Semester Theory</i>	<i>Written</i>	60	60
<i>End Semester Practical</i>	<i>Practical/Viva-Voce</i>	$(10 +10)+10 = 30$	20

ADVERTISING AND PUBLIC RELATIONS

Paper Code: MMR210T **Credits:** 6 **Total Marks :** 100

Programme Outcome:

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcome :

CO 1: Students will be able to define marketing and marketing mix and explain its relevance and developments.

CO 2: Students will understand various concepts of advertising and public relations.

CO3: Students will be able to apply the knowledge of different types of promotional mix in building brands.

CO 4: Develop the ability to critically read and evaluate the market and media which will help them to do proper planning in brand development.

CO 5: Students will be able to create advertising and public relation materials keeping all ethical and legal regulations.

Syllabus:

Module 1 : Introduction:

Principles of Marketing; Evolution of marketing - challenges in the 21st century; Marketing concepts, processes and marketing analysis. Marketing Mix : Elements of a Marketing Mix – Product; Elements of a Marketing Mix – Price; Elements of a Marketing Mix – Distribution; Elements of a Marketing Mix – Promotion Marketing Environment; Understanding the market; Segmentation- Demographic, natural, political, economic, social, cultural, global environment.

Module 2 :Advertising :

Defining Advertising, role of advertising in marketing Advertising Principles, Concepts and Management; Nature and Scope of Advertising; Economic & Social Impact of Advertising; Ethics and Legal Aspects of Advertising, Advertising in Rural India; Evolution, Nature, Classification of advertising, Advertising Budget, Creativity in Advertising, The Craft of Writing; The Art of Design; Brand & Branding; Branding & Advertising.

Module 3 : Media planning and Market Research:

Digital Advertising, Concepts & Basics of Digital, Mobile & Social Media; Emerging

Media & Viral Marketing, Media Planning and Buying, Market Research, Techniques - Qualitative research; Quantitative research Advertising via Direct Marketing, what is DM, Reasons for Growth of DM, Benefits of DM-Advantages.

Module 4 : Public Relations: Concepts of public relations, tools of public relations, emphasis on India; Interface between public relations and major corporate functions (marketing, journalism, advertising, human resources development and operational wings), Introduction to PR planning, problem-solving and planning “process” - RACE, ROPE, concept of stakeholders (publics): Overview of key publics, including community, employees, consumers, government; Public opinion and persuasion, (Lobbying); Media relations, Writing for Public Relations.

Module 5 : Corporate Social Responsibility:

Social Responsibility of business: The global and national perspective; CSR, The TBL approach and sustainable development, Crisis management, Financial public relations; Social Marketing; Event management and sponsorship; The role and importance of research in public relations

Module 6 : Legal and Ethical Aspects:

Ethics in public relations: Code of conduct in international and national bodies, The Companies Act 2013, Its significance for the corporate sector, Right to information, corporate communication,

References:

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- Kotler, Philip. 2009. Marketing Management. Pearson Education India.
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- Pandeymonium: Piyush Pandey on Advertising, by Piyush Pandey, Penguin Books.
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- Doug Newsom, Judy Vanslyke Turk and Dean Kruckberg, This is PR:the realities of public relations. Wadsworth, Belmont, USA, 1999
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- Argenti, P. Corporate communication (4th ed.). Boston: McGraw-Hill/Irwin. 2007
- Goodpaster, K. E. (2007). Conscience and corporate culture. Malden, MA: Blackwell.
- Marvin N. Olasky, Corporate Public Relations: A New Historical Perspective Book Lawrence Erlbaum Associates, 1987.
- Griffin, R. W. (2008). Fundamentals of management (5th ed.). Boston: Houghton Mifflin
- Kathleen Fearn-Banks, Crisis Communications, (A Casebook approach), Routledge, 1996

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction	Principles of Marketing; Evolution of marketing - challenges in the 21st century; Marketing concepts, processes and marketing analysis. Marketing Mix : Elements of a Marketing Mix – Product; Elements of a Marketing Mix – Price; Elements of a Marketing Mix – Distribution; Elements of a Marketing Mix – Promotion Marketing Environment; Understanding the market; Segmentation- Demographic, natural, political, economic, social, cultural, global environment.		15	10%	1	CO 1
2	Advertising	Defining Advertising, role of advertising in marketing Advertising Principles, Concepts and Management; Nature and Scope of Advertising; Economic & Social Impact of Advertising; Ethics and Legal Aspects of Advertising, Advertising in Rural India; Evolution, Nature, Classification of advertising, Advertising		15	20%	1	CO 2

		Budget, Creativity in Advertising, The Craft of Writing; The Art of Design; Brand & Branding; Branding & Advertising.					
3	Media planning and Market Research:	Digital Advertising, Concepts & Basics of Digital, Mobile & Social Media; Emerging Media & Viral Marketing, Media Planning and Buying, Market Research, Techniques - Qualitative research; Quantitative research Advertising via Direct Marketing, what is DM, Reasons for Growth of DM, Benefits of DM-Advantages.		15	20%	1	CO 3
4	Public Relations	Concepts of public relations, tools of public relations, emphasis on India; Interface between public relations and major corporate functions (marketing, journalism, advertising, human resources development and operational wings), Introduction to PR planning, problem-solving and planning "process" - RACE, ROPE, concept of stakeholders (publics): Overview of key publics, including community, employees, consumers, government; Public opinion and persuasion, (Lobbying); Media relations, Writing for Public Relations.		15	20%	1	CO 2

5	Corporate Social Responsibility	Social Responsibility of business: The global and national perspective; CSR, The TBL approach and sustainable development, Crisis management, Financial public relations; Social Marketing; Event management and sponsorship; The role and importance of research in public relations		15	20%	1	CO4
6	Legal and Ethical Aspects	Ethics in public relations: Code of conduct in international and national bodies, The Companies Act 2013, Its significance for the corporate sector, Right to information, corporate communication.		15	10%	1	CO5

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	20	Written test, Assignment, Presentation
End Semester Exam	80	Exam to be conducted by COE

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H						L
CO 2		H				L	
CO 3			H	L			
CO 4			M		H		

CO 5	H	M	H	L			
TOTAL							

NEW MEDIA

Paper Code: MMR220T **Credits:** 6 **Total Marks :** 100

Programme Outcome

- **P01: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **P02: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **P06: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **P07: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objectives:

L01 : To understand new media, its reach and impact on society.

L02 :To study the content of new media and its types.

L03 :To demonstrate how online media provides a platform for amalgamation of various mediums like text, audio, video, graphics and animation.

L04 :To enable the use of various writing formats for web and design and manage a website.

Course Outcomes:

CO1. To define and understand new media as a means of mass media

CO2. To understand every aspect of digital media and social media as a public sphere

CO3.To analyse new media theories and redefine information society, network society and knowledge society

CO4.To analyze the various impact of new media on society

CO5 : To analyze the various new media technology applications in our everyday life

Syllabus :

Module 1 : History of Internet in India - Introduction to New Media: ICTs; Internet and Society – New media literacy - Information Technology Revolution, Characteristics of new media -Interactivity; Simultaneity; - Theories of Network Society - Internet as Public Sphere -Free and Open Source Software, digital divide.

Module 2 : Convergence of media - Digital journalism– evolution---characteristics - - technical components - -integration of new technologies - New ways of storytelling—interactivity - Prospects of online journalism in India - Financing online journalism – subscription models - modes of online advertising - marketing techniques - Online editions of newspapers – E newspapers - management and economics of online and e-papers -Online presence of different media, paid news, fake news, net neutrality, internet trolling.

Module 3 : Computer Mediated Communication - Different types - Theoretical framework – cyber platform and communities; Social Media Networking Sites – Types & Uses – Citizen Journalism, History, various websites & uses - Use of Convergent technology for social change -- Introduction to social profile management products, Social Collaboration:Virtual community- wikis, blogs, instant messaging, collaborative office and crowdsourcing, Social publishing: Flickr, Instagram, YouTube, Facebook, WhatsApp,Twitter, Snapchat, Telegram, Sound cloud - Citizen Journalism: Concept, Case studies,Blogging; history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and opinion leaders - Internet radio; podcasts, big data, Search engine dynamics; Impact of social media on social, cultural and political life - Citizenship in a digital society, e-commerce.

References :

- ☒ Information and communication technologies for development and poverty reduction Torero,Maximo, ed. Von Braun, Joachim, Ed.The Rise of the Network Society - Manuel Castells
- ☒ The Internet Galaxy - Manuel Castell
- ☒ Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
- ☒ Eugenia Siapera, Understanding New Media, Sage, 2011
- ☒ Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US. 2006.
- ☒ Kasturi, Suman and BobbyVardhan; Social Media, Connecting the World 24X7, Dominant Publishers,2017
- ☒ Lev Manovich. The Language of New Media. Cambridge: MIT Press.2001
- ☒ Narayan and Narayanan(Ed); Indian Connected: Mapping the Impact of New Media; Sage, 2016
- ☒ Simon Lindgren, Digital Media and Society, Sage, 2017
- ☒ Tapas Ray, Online Journalism: A Basic Text, 2006
- ☒ Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	ICT and New Media	Introduction to New Media , History of Internet in India, Information Technology		10 hrs	25 %	1	CO1, CO2 CO3

		<p>Revolution, ICTs, Internet and Society, Network Society, Information Society and Knowledge Society, ICT impact on society and culture - community and identity - participatory culture, New Media Literacy, Characteristics of new media - Compression of space and time, Interactivity; Simultaneity, Free and Open Source Software, digital divide, Theories of Network Society - Internet as Public Sphere, Information Society Theory, Social Media Theories, Various usage of Internet : ICT application</p>					
2	Convergence of Media	<p>Convergence of media, Digital Journalism, evolution, Characteristics and technical components, integration of new technologies, New ways of storytelling, interactivity, prospects of online journalism in India,</p> <p>Financing of online journalism, subscription models, Modes of online advertising</p>		15 hrs	25 %	1	CO3, CO4

		and marketing techniques, Online editions of newspapers, E papers, Online presence of different media, Management and economies of online and e-papers, Paid news, Fake news, Net Neutrality, Internet trolling					
3	Computer Mediated Communication	Computer Mediated Communication - Different types - Theoretical framework, Cyber platform and communities, Social Media Networking Sites - Types & Uses, Citizen Journalism, History, Case Studies, various websites & uses, Citizen Journalism, History, Case Studies, various websites & uses, Use of Convergent technology for social change, Introduction to social profile management products, Social Collaboration, Virtual community-wikis, blogs, instant messaging, collaborative office and crowdsourcing, Social publishing: Flickr, Instagram, YouTube, Facebook, WhatsApp, Twitter, Snapchat, Telegram, Sound cloud, Blogging; history of		15 hrs	50	1	C02 C05

		blogs, blogs as narratives, Live blogging; Bloggers as journalists and opinion leaders, Internet radio; podcasts, Big data, Search engine dynamics; Impact of social media on social, cultural and political life, Citizenship in a digital society, e-Commerce					
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M	H		H			
CO 2		H			H	H	
CO 3				H			
CO 4					H	H	
CO 5			H			H	H
TOTAL	1	2	1	2	2	3	1

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment plan:

Examination	Type	Marks	Total Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	5	5
	<i>Other Component</i>	5	5
<i>End Semester Theory</i>	<i>Written</i>	40	45

PAPER – NEW MEDIA PRACTICAL (MMR230P)

Programme Outcome

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objectives

Learning Objectives:

L01 : To understand the technical part of new media

L02 : To study the content analysis of new media.

L03 : To demonstrate for designing and managing websites

how online media provides a platform for amalgamation of various mediums like text, audio, video, graphics and animation.

L04 : To enable the use of various technology for web and design and manage a website.

Course Outcomes:

CO1. To define and understand the new media technology

CO2. To understand every aspect of digital media

CO3. To analyse different new media tools

Syllabus :

Students will learn about webpage design (HTML) through standard software.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Practical	Students will learn about webpage design (HTML) through standard software.		50 hrs	100 %	3	CO1, CO2 CO3

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M	H		H			
CO 2		H			H	H	
CO 3				H			
CO 4					H	H	
CO 5			H			H	H
TOTAL	1	2	1	2	2	3	1

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment plan:

Examination	Type	Mark	Total Mark
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		S	S
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	-	-
	<i>Other Component</i>	10	10
<i>End Semester Theory</i>	<i>Practical</i>	40	40

PAPER: Film Studies

Paper Code: MMR240T

Credits: 6

Total Marks: 100

Programme Outcome:

PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.

PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.

PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations

PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.

PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.

PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development

PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes:

CO1: Students will be able to realise the significance of cinema and explore the growth, origin and development of film as a medium.

CO2: Students will be able to criticise and analyse films and review them.

CO3: Students will be able to analyse diverse roles of film representation

CO4: Students will be able to understand the film theories and its impact on the society.

Syllabus:

Module 1: To learn the evolution of Film Grammar: Geneology of cinema; Cinema and orther arts; Basic concepts of film making

Module 2: Birth of Cinema and the Silent Era : Overview of early cinema – Silent era; Films of Lumier Brothers; Milies and Spectacle Films; Major films.

Module 3: Birth of narrative Cinema : Birth of narrative in film; Griffith and Porter; Chaplin and Silent Comedy; Classical Hollywood Cinema; Major Directors

Module 4: To learn about the Studio system of Film Production : Pre-Hollywood Production structure; Hollywood Studio System; Star System

Module 5: To study Cinemas’ response to Social Issues: Neo Realism; Soviet Montage; German Expressionism; French new wave

Module 6: To develop an insight into Indian Cinema: Pan Indian Cinema; Auteur of Indian Cinema.

References:

- Barnouw, Erik, and Subrahmanyam Krishnaswamy. 2001. Indian Film. Replica Books.
- Bondanella, Peter. 2001. Italian Cinema: From Neorealism to the Present. Continuum International Publishing Group.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kracauer, Siegfried. 1947. From Caligari to Hitler: a Psychological History of the German Film. [Princeton, N.J.]: Princeton University Press.
- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media. New York: Oxford, University Press.
- Kuleshov, Lev Vladimirovich. Kuleshov on film: writings. University of California Press, 1974.

Course Content:

Module No	Module Name	Topic(s)	Description	No of Hours allotted	Marks allotted	Credit of each Module	Associated Course Outcome (CO)
I	The evolution of Film Grammar:			15	20%	1	CO 1, CO3

		Geneology of cinema;					
		Cinema and orther arts;					
		Basic concepts of film making					
II	Birth of Cinema and the Silent Era:	Overview of early cinema & Silent era;		15	15%	1	CO1, CO2, CO3
		Films of Lumier Brothers;					
		Milies and Spectacle Films;					
		Major films.					
III	Birth of narrative Cinema :	Birth of narrative in film;		15	20%	1	CO1, CO4
		Griffith and Porter;					
		Chaplin and Silent Comedy;					
		Classical Hollywood Cinema;					
		Early cinema & Major Directors					
IV	To learn about the Studio system of Film Production :	Pre-Hollywood Production structure		15	20%	1	CO3, CO2
		Hollywood Studio System					
		Star System					
V	Cinemas' response to Social Issues	Neo Realism		15	15%	1	CO2, CO3, CO4
		Soviet Montage					
		German Expressionism					
		French new wave					
VI	Insight into Indian Cinema	Pan Indian Cinema;		7	10%	1	CO3, CO4,
		Auteur of Indian Cinema.					

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1					M		

CO 2	H				M		
CO 3	M	M					M
CO 4	M			M	H		
TOTAL	2.3	2		2	2.3		2

H- High

M-Medium

L - Low

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	05
	<i>Attendance</i>	05
<i>End Semester Theory</i>	<i>Written</i>	80
<i>Total</i>		100

PAPER – DEVELOPMENT COMMUNICATION

Total Marks: 100 Paper Code: MMR250T Credits 6

Programme Outcome

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.

- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objectives

Learning Objectives:

- L01. To understand the development and development communication as a process of change and growth of social and economic reality.
- L02. To describe the role of mass media in the participatory process of social change.
- L03. To know and understand the role played by various Government and Non-Government agencies in development communication.
- L04. To realise the role of ICT in development communication.
- L05. To recognise and assess the significance of development support communication in raising awareness on issues of national and international importance.

Course Outcomes:

- C01. **Knowledge:** To define the importance of communication in bringing development.
- C02. **Understand:** To explain and interpret models and paradigms of development communication.
- C03. **Analyse:** To analyse and classify Understanding development in global and local scenarios.
- C04. **Create:** To produce a campaign on development issue.
- C05. **Evaluate:** To compare the development processes and outcomes of urban and rural areas, national and international spheres.

Syllabus :

- Module 1 :** Development--meaning, concept, process and models of development – theories – origin--approaches to development, problems and issues in development, characteristics of developing societies, underdevelopment - theories and models of development - Dominant paradigm, modernisation, empowerment, participation, sustainable development etc. Concept and critique of HDI.
- Module 2 :** Development as a right, intervention of civil society organizations, NAPM, MKSS. Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, Millennium Development Goals.
- Module 3 :** Nature and concept of development communication. Role of different media—Print, electronic, ICT. Digital divide, Development-support-communication. : Population - family welfare – health – education and society- environment and development - problems faced in development support communication. Developmental and rural extension agencies: governmental, semi-

government, NGOs. Problems faced in effective communication, economic uplift. Case studies in Devcom - Urban and rural perspectives especially in Education, health and irrigation

Module 4 : India's rural scene, rural social structure, social change, patterns of rural communication, oral, informal and interpersonal communication. Role of community media. Traditional and folk forms, Barriers and accelerators to change. Development messages for rural audience with special reference to India and West Bengal. Role of opinion builders, opinion leaders and change agents, personality, acceptability and credibility of communicators in rural environment

Module 5 : Extension – nature, concept and characteristics of communication, structure of extension networks Methods of extension- exhibitions, visual aids, training and visit system, case studies in extension. Krishi Vignan Kendras, White revolution, Green Revolution, Swaminathan project, UN and its different organisations.

Module 6 : Project on any subject related topic through print / audio visual media.

References :

- ❑ O.P. Bhatnagar : Education, Communication and Development
- ❑ Srinivas R.Melkote : Communication for Development in Third world Countries 24
- ❑ D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
- ❑ Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972
- ❑ Mefalopulos, Paulo; Development Communication Sourcebook, 2008
- ❑ Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
- ❑ Jan Servaes, Thomas Jacobson and Shirley White (eds), Participatory Communication for Social Change, Sage, 1996.
- ❑ Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell
- ❑ Linje Manyozo, Media, Communication & Development: Three Approaches, Sage, 2012
- ❑ Nair and Shirley White (eds), Perspectives on Development Communication, Sage, 1993
- ❑ Richard Peet and Elaine Hartwick, Theories of Development: Contentions, Arguments, Alternatives, 2nd Ed., Guilford Press, 2009
- ❑ K.N.Singh & S.N.Singh : Effective Media for Rural Audience
- ❑ P.R.R. Sinha : Communication and Rural Development
- ❑ B.Balaswamy : Communication for Sustainable Development
- ❑ J.B.Ambedkar : Communication and Rural Development
- ❑ L.Vinod Kumar : Rural Development in India
- ❑ Shyam Parmar : Traditional Folk Media in India
- ❑ R.K.Samanta : Development Communication for Agriculture.
- ❑ Alan Hancock : Technology transfer and Communication
- ❑ Journals : Kurukshetra, Village, Journal of Rural Development, Social Action

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Basics of Development Communication	Development--meaning, concept, process and models of development – theories – origin- approaches to development, problems and issues in development, characteristics of developing societies, underdevelopment - theories and models of development , Approaches to Development Communication, Dependency Theory, Interdependency Theory and Basic need Model, Modernization theory of Lerner, Dominant paradigm, New Dominant Paradigm, Diffusion of Innovation, Limitations of Diffusion of Innovation, empowerment, participation, sustainable development etc. Concept and critique of HDI.		11 hrs	25%	1	CO1, CO2
2	Alternative models of development	Development as a right, intervention of civil society organizations, NAPM, MKSS. Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, Millennium Development Goals.		14 hrs	25%	1	CO2, CO3
3	Role of media in development communication	Nature and concept of development communication. Development Journalism: Definition, Importance, Magic multipliers, nature and scope, Role of different media—Print, electronic, ICT. Digital divide, Development-support-communication. Population - family welfare – health – education and		13 hrs	15%	1	CO2, CO3

		society- environment and development - problems faced in development support communication. Developmental and rural extension agencies: governmental, semi-government, NGOs. Problems faced in effective communication, economic uplift. Case studies in Devcom - Urban and rural perspectives especially in Education, health and irrigation					
4	Rural communication	India's rural scene, rural social structure, social change, patterns of rural communication, oral, informal and interpersonal communication. Role of community media. Traditional and folk forms, Barriers and accelerators to change. Development messages for rural audience with special reference to India and Wes Bengal. Role of opinion builders, opinion leaders and change agents, personality, acceptability and credibility of communicators in rural environment		14 hrs	15%	1	CO3, CO5
5	Development Support Communication	Extension – nature, concept and characteristics of communication, structure of extension networks Methods of extension- exhibitions, visual aids, training and visit system, case studies in extension. Krishi Vignan Kendras, White revolution, Green Revolution, Swaminathan project, UN and its different organisations.		14 hrs	15%	1	CO5
6	Project	Project on any subject related topic through print / audio visual media.		16 hrs	5%	1	CO4

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M				H	H	
CO 2	M				H	H	
CO 3							
CO 4		H	H	H			
CO 5						H	
TOTAL	2	3	3	3	3	3	

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment (Online)</i>	<i>Written Test</i>	10
	<i>Other Component</i>	10
<i>End Semester Theory</i>	<i>Written</i>	80
<i>End Semester Practical</i>	<i>Practical / Viva-Voce</i>	NA
<i>Total</i>		100

PAPER – XI : COMMUNICATION RESEARCH

Programme Outcome:

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcome :

CO 1: Students will be able to define research and explain its relevance and developments.

CO 2: Students will understand various concepts of communication research.

CO3: Students will be able to apply the knowledge of different softwares in data analysis.

CO 4: Develop the ability to critically read and evaluate scholarly information.

CO 5: Students will be able to create research papers after completing the course.

Syllabus :

Module 1 : The Concept and Constructs of Research : Define research, Concept and approach, different Kinds of Research; Importance of research, Elements of research, Ethics in research, components of a research paper.

Module 2 : Communication research process: Different approaches to Communication Research, Different Schools Of Communication Research, Theories related to Communication Research, Literature review.

Module 3 : Types of Research Design : Types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies, Qualitative and Quantitative Research

Module 4 : Data Handling and Analysis : Sampling, Different Kinds of Sampling, Probability, non-probability; Questionnaire; Types of Questionnaires; Importance of Questionnaires; Coding; Effectiveness of Coding; tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, Observation Method; Content Analysis; Case Studies, Opinion Polls, Mean, Median, Mode; Chi Square Test; SPSS .

Module 5 : How to write a synopsis; Structuring a research study; Writing Dissertation.

Module 6: Referencing and Plagiarism: Different styles of referencing, APA referencing style, Plagiarism.

References :

- ◆ Communication Research Methods, by Gerianne Merrigan, Carole L. Huston, Oxford University Press (2008)
- ◆ Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Arthur Asa Berger, Sage Publications
- ◆ Introducing Communication Research: Paths of Inquiry, by Donald Treadwell, Sage Publications
- ◆ Communication Research: Asking Questions, Finding Answers, by Joann Keyton, McGraw-Hill Higher Education

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Concept and Construc	Define research, Concept and approach, different Kinds of Research; Importance of research, Elements of		15	10%	1	CO 1

	ts of Research	research, Ethics in research, components of a research paper.					
2	Communication research process	Different approaches to Communication Research, Different Schools Of Communication Research, Theories related to Communication Research, Literature Review.		15	20%	1	CO 2
3	Types of Research Design	Types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies, Qualitative and Quantitative Research		15	20%	1	CO 4
4	Data Handling and Analysis	Sampling, Different Kinds of Sampling, Probability, non-probability; Questionnaire; Types of Questionnaires; Importance of Questionnaires; Coding; Effectiveness of Coding; tests of validity and reliability, scaling techniques. Methods and tools of data collection- interviews, surveys, case studies, obtrusive and unobtrusive techniques, ethnography, schedule, Observation Method; Content Analysis; Case Studies, Opinion Polls.		15	20%	1	CO 3, CO 4

Course Name: Internship

Credit: 2

Programme Outcome

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes

- **CO1** - To understand the various techniques used in the media industry.
- **CO2** – To explore different avenues of mass media industry.
- **CO4** – To study and analyse different issues related to work ethics.

Details:

- Students will be doing an industrial internship/ Project.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1		H	H				
CO 2			H	H	H		
CO 3					H		H

PAPER – XIII : CONSUMER BEHAVIOUR AND MARKET RESEARCH

Programme Outcome:

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcome :

- CO 1: To understand consumer behaviour and market research in an informed and systematic way.
- CO 2: To apply the conceptual framework in the practical environment and develop marketing strategies.
- CO 3: To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
- CO 4: Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
- CO 5: Create marketing strategies by doing proper research and analysis.

Syllabus :

Module 1 : Introduction to Consumer Behaviour: Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and areas like psychology, social psychology, economics, anthropology etc.

Diversity of consumers and their behaviours. Profiling the consumer and understanding their needs. Market Segmentation.

Module 2 : Consumer Decision making process: Consumer Decision making process and decision-making roles Information Search Process; Evaluative criteria and decision rules. Consumer needs, theories of Motivation and their applications. Personality and self-concept. Theories of personality. Trait theory. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Perceptual mapping methods. Consumer imagery.

Module 3 : External Factors: Psychographics and Lifestyle; Reference Group Influence, reference group, Endorsements and reference group influence. Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture, Consumer Socialization. Semiotics. Subcultures and Cross Culture, family, family life cycle and decision-making. Social Class, Diffusion of Innovation and Opinion Leadership.

Marketing, consumer behaviour and society. Consumer materialism, Consumer behaviour knowledge for public policy.

Module 4 : Introduction to market research: The nature of marketing research and its applications, types of MR, decision making in marketing and the role of MR to provide relevant information. Marketing Information Systems and Decision Support Systems. The MR process and Research Design.

Module 5 : Data Handling: Sources of data, Primary and secondary sources. The sources of secondary data. Audits and panel data. Surveys and Experiments in marketing research. The experimental designs in MR, Concept of scales and property of scales- reliability and validity. Design of questionnaires and Schedules. Qualitative research methods. FGDs, Depth interviews, Content analysis, Projective techniques, Observation.

Module 6 : Data Analysis : Sampling Sample size determination, sampling plans and methods Field work planning, Data Editing, Coding and tabulation. Data screening and purification., Tests of hypothesis- Uni and multivariate tests, T test, Chi Square tests, Analysis of qualitative data, Use of software SPSS.

References :

- Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
- Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press.
- Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business. ● Mowen, John C. Consumer Behaviour, New York, MacMillan.
- Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India.
 - Tull, Donald S, Hawkins Del I, Marketing Research Measurement and Methods PHI.
 - Malhothra Naresh, Marketing Research, PHI.
- Nargondkar, Marketing Research, TMH.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction to Consumer Behaviour	Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Diversity of consumers and their behaviours. Profiling the consumer and understanding their needs. Market Segmentation.		15	10%	1	CO 1
2	Consumer Decision making process	Consumer Decision making process, Information Search Process; Evaluative criteria and decision rules. Consumer needs, theories of Motivation and their applications. Personality and self-concept. Theories of personality. Trait theory. Motivation, Perception. Perceptual mapping methods. Consumer imagery.		15	20%	1	CO2, CO3

3	External Factors	<p>Psychographics and Lifestyle; Reference Group Influence, reference group, Endorsements and reference group influence. Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture, Consumer Socialization. Semiotics. Subcultures and Cross Culture, family, family life cycle and decision-making. Social Class, Diffusion of Innovation and Opinion Leadership.</p> <p>Marketing, consumer behaviour and society. Consumer materialism, Consumer behaviour knowledge for public policy.</p>		15	20%	1	CO3, CO 4
4	Introduction to market research	<p>The nature of marketing research and its applications, types of MR, decision making in marketing and the role of MR to provide relevant information. Marketing Information Systems and Decision support</p>		15	10%	1	CO1

		Systems. The MR process and Research Design.					
5	Data Handling	Sources of data, Primary and secondary sources. The sources of secondary data. Audits and panel data. Surveys and Experiments in marketing research. The experimental designs in MR, Concept of scales and property of scales-reliability and validity. Design of questionnaires and Schedules. Qualitative research methods. FGDs, Depth interviews, Content analysis, Projective techniques, Observation.		15	20%	1	CO5
6	Data Analysis	Sampling Sample size determination, sampling plans and methods Field work planning, Data Editing, Coding and tabulation. Data screening and purification., Tests of hypothesis- Uni and multivariate tests, T test, Chi Square tests, Analysis of qualitative data, Use of software SPSS.		15	20%	1	CO4, CO5

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H						
CO 2		M				H	
CO 3							H
CO 4					H		
CO 5						H	
TOTAL							

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	20	Written test, Assignment, Presentation
End Semester Exam	80	Exam to be conducted by COE

PAPER – XIV : CORPORATE COMMUNICATION AND CRISIS MANAGEMENT
Total Marks : 100 Paper Code: MMR331T
SPECIALIZATION : MARKETING COMMUNICATION

Programme Outcome:

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.

- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **P07: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objective:

1. To introduce the students with the principles, concepts and objectives of Corporate Communication and Crisis Management.
2. To acknowledge the students how to do the media handling and planning which are integral parts of successful Corporate Communication nowadays.
3. To teach the techniques of effective press release writing, issue releases and statements.

Course Outcome:

CO-1 Students will be able to understand about various levels of organizational communication and communication barriers while developing an understanding of communication as a process in an organization.

CO-2 Students will be able to develop appropriate corporate communication strategies.

CO-3 Students will be able to manage the crisis with the appropriate use of tools.

CO-4 Students will be able to use appropriate tool of corporate communication.

CO-5 Students will be able to plan for crisis management.

Syllabus :

Module 1 : Organisation, definition and nature, types; Organisational structure; Organisational Communication: nature, application, scope, relevance; Communication types, Group, Grapevine, Rumour, Network, etc; Analysis of communication.

Module 2 : Organisational culture, PR and Change Management, Organisational Development; Communication in the Indian industry; Communication audit as an evaluation and maintaining system; Concept of Quality, Quality circles, Total Quality Management, Six Sigma.

Module 3 : Corporate Communication, definition, need, functions; Elements of Corporate

Communication: Corporate Philosophy, Corporate Culture, Corporate Identity, Citizenship and Philanthropy; Important concepts in Corporate Communication: Image Management, Direct Marketing, Network Marketing.

Module 4 : Corporate Social Responsibility–Concepts of Issue Analysis, Issue Management, Celebrity Endorsement; Corporate PR and Environmental analysis; Corporate PR in the Voluntary sector, Research and Evaluation in Corporate PR, Corporate PR ethics.

Module 5 : Tools of Corporate Communication - Desktop Publishing (DTP), Corporate Communication through websites, designing of website; Annual Reports: Budget, timing and general concepts, Essentials of designing a report; Types of leaflets, formal and informal invitations, Designing of leaflets, invitations, House journals, newsletters, brochures, pamphlets; Blogs, Pod casting, Chat rooms, Social networking sites, ITV; Impact of Citizen Journalism, Transparency on Corporate Communication practices, Case Studies.

Module 6 : Crisis Management, Definition; Crisis PR - Advance planning for Crisis Management; Crisis PR in digital environment, Corporate PR dossiers, Corporate Public Relations consultancies- Disseminating agencies of Public Information in Union Government and State Governments; Case studies.

References :

- Anne Gregory, Planning and Managing a Public Relations campaign: A step by Step guide, The institute of Public Relations, London, Kogan Page 1999
- Corporate Communication: Principle, Techniques and Strategies, Kogan Page. 1997
- Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990 ●
- Baldev Sahai, Public Relations a Scientific Approach, Scope Publication, New Delhi
- D.S. Mehta, Handbook of Public Relation in India , Allied Publishers, New Delhi
- J.N. Kaul, Public Relations in India , Nyay Prakashan, Calcutta
- Frank Jefkins, Public Relations, Pitman Publishing , London
- Media Management; Kundra. S
- The power of Corporate Communication: Argenti, Paul, A & Forman , Janis
- Event Management: Lynn Van Der Wagem
- Corporate Communication: Joseph Fernandez
- Corporate: Paul A. Argenti
- Corporate Communication Concepts and Cases: Nagendra V Chowdhary ●
- Rogers & Aggarwala: Communication in Organisations
- W.Timothy Coombs: Ongoing crisis communication- Planning, managing and responding -----

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Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Organization : Concepts and Communication	Organisation, definition and nature, types; Organisational structure; Organisational Communication: nature, application, scope, relevance; Communication types, Group, Grapevine, Rumour, Network, etc; Analysis of communication.		14	16%	1	CO1
2	Organisational Culture & Management	Organisational culture, PR and Change Management, Organisational Development; Communication in the Indian industry; Communication audit as an evaluation and maintaining system; Concept of Quality, Quality circles, Total Quality Management, Six Sigma.		14	16%	1	CO1,CO3
3	Corporate Communication	Corporate Communication, definition, need, functions; Elements of Corporate Communication: Corporate Philosophy, Corporate Culture, Corporate Identity, Citizenship and Philanthropy; Important concepts in Corporate Communication: Image		17	20%	1	CO2,CO4

		Management, Direct Marketing, Network Marketing.					
4	Corporate Social Responsibility- Concepts	Corporate Social Responsibility- Concepts of Issue Analysis, Issue Management, Celebrity Endorsement; Corporate PR and Environmental analysis; Corporate PR in the Voluntary sector, Research and Evaluation in Corporate PR, Corporate PR ethics.		16	16%	1	CO2,CO 5
5	Tools of Corporate Communication	Tools of Corporate Communication - Desktop Publishing (DTP), Corporate Communication through websites, designing of website; Annual Reports: Budget, timing and general concepts, Essentials of designing a report; Types of leaflets, formal and informal invitations, Designing of leaflets, invitations, House journals, newsletters, brochures, pamphlets; Blogs, Pod casting, Chat		16	16%	1	CO3,CO 4

		rooms, Social networking sites, ITV; Impact of Citizen Journalism, Transparency on Corporate Communication practices, Case Studies.					
6	Crisis Management	Crisis Management, Definition; Crisis PR - Advance planning for Crisis Management; Crisis PR in digital environment, Corporate PR dossiers, Corporate Public Relations consultancies- Disseminating agencies of Public Information in Union Government and State Governments; Case studies.		13	16%	1	CO4, CO5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M	H					
CO 2		H	M				

CO 3	M		H				
CO 4	M		H				
CO 5	H	M					M
TOTAL	2.25	2.67	2.67				2

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Assignments and Test</i>	20
<i>End Semester Theory</i>	<i>Written</i>	80

PAPER – Audio Visual Production & Online Production

Paper Code: MMR322T/P Credits: 6 Total Marks: 100

Programme Outcome

P01 : Problem Analysis and Solutions -To train students to handle any audio visual production independently.

P02: Designing Contents - To train students with hands on skills with video camera and audio recording system.

P03 : Modern tool Usage - Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content by digital medium. To train for editing of different type of video production.

P04 : Life long learning - Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes. To understand lighting, scripting and other important production requirement

PO6 : Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice. To train students with sound editing software.

PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes

1. **CO1** : APPLY - Familiarity with the elements of video camera and techniques of their usage.
2. **CO2** : Understand- Skill acquisition of lighting and editing for video
3. **CO3** : Complete knowledge and hands on training of editing software.
4. **CO4**: Skill acquisition on sound software.
5. **CO5** Production with a video camera.

Learning Objectives

- **L01-** To develop an understanding of various steps, techniques and ethics of audio visual design.
- **L02-** To describe the different elements and tools of Audio visual Media.
- **L03-** To operate design software and create innovative production (Documentary)
- **L04** – Complete understanding of digital production

Syllabus

Module 1 : CAMERA : Basic techniques of camera composition; Grouping of Visual Elements; Surface Division and Space Division; Basic Camera Techniques: Depth of Field, Aperture, Circle of Confusion, White Balance, etc; 5 C's of Cinematography; SD card, SDHC, and HDXC card; Bid depth and tonal balance; Different shot composition and Shot break down; Introduction of the HD Digital Camera; The Colour system in Digital video; Wave form Monitor, Vector scope reading; Digital Production Workflow.

Module 2 : SOUND : Introduction to sound recording; History of Sound recording; Evolution of Technologies and Techniques; Digital Recording Theory; Basic characteristics of sound waves and their interaction with the environment; Designing sound for different media including fiction and non-fiction.

Module 3 : EDITING : Understanding Editing; Grammar of Edit; Transitions; Editing Theories; Concerns of an Editor; Editing Modes; Linear Editing; Non-linear Editing (27) **Module 4** : ONLINE PRODUCTION : Introduction to Multi-media Production; Skills; Tools for Multimedia Journalism; Editing Audio and Video; Launching a Blog.

Module 4 : ONLINE PRODUCTION : Introduction to Multi-media Production; Skills; Tools for Multi-media Journalism; Editing Audio and Video; Launching a Blog

PRACTICAL

Module 5 : Embedding Videos/Images; Inserting Images in a Post; Creating Podcasts; Using Social Media

Module 6 : Shooting Video with DSLR; Directing a multi-camera Shoot; Using Mobile Phone to shoot and edit; Operating Studio Equipment and Monitors

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	CAMERA	Basic techniques of camera composition; Grouping of Visual Elements; Surface Division and Space Division; Basic Camera Techniques: Depth of Field, Aperture, Circle of Confusion, White Balance, etc; 5 C's of Cinematography; SD card, SDHC, and HDXC card; Bid depth and tonal balance; Different shot composition and Shot break down; Introduction of the HD Digital Camera; The Colour system in Digital video; Wave form Monitor, Vector scope reading; Digital Production Workflow.		15 hrs	15%	1	CO 1 CO 2
2	SOUND	Introduction to sound recording; History of Sound recording; Evolution of Technologies and Techniques; Digital Recording Theory; Basic characteristics of sound waves and their interaction with the environment; Designing sound for different media including fiction and non-fiction		15 hrs	15%	1	CO 2 CO 3
3	EDITING	Understanding Editing; Grammar of Edit; Transitions; Editing Theories; Concerns of an Editor; Editing Modes; Linear Editing; Non-linear Editing		15 hrs	15%	1	CO 3

4	ONLINE PRODUCTION	Introduction to Multi-media Production; Skills; Tools for Multi-media Journalism; Editing Audio and Video; Launching a Blog		15 hrs	15%	1	CO 4
5	PRACTICAL	Embedding Videos/Images; Inserting Images in a Post; Creating Podcasts; Using Social Media		20 hrs	20%	1	CO 5
6	PRACTICAL	Shooting Video with DSLR; Directing a multi-camera Shoot; Using Mobile Phone to shoot and edit; Operating Studio Equipment and Monitors		20 hrs	20%	1	CO 5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H					M	H
CO 2	H	H	H	H			H
CO 3		M			H		
CO 4			H	H	H		
CO 5	H	H	H	H	H	M	H

TOTAL	3	2.5	3	3	3	2	3
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H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 20 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Other Component (Assignment/Presentation)	Individual		PO1
CIA Exam (Exam to be conducted by COE)	Individual		-
TOTAL			

END SEMESTER EXAMINATION (out of 80 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Practical Exam (Exam to be conducted by COE)	Individual/Group	40	PO1, PO2, PO3, PO4, PO5, PO7

Total Marks : 50 (Th.) + 50 (Pr.) Paper Code: MMR332T & MMR332P

SPECIALIZATION : DIGITAL VIDEO PRODUCTION

PAPER – XIV : AUDIO-VISUAL PRODUCTION & AUDIO-VISUAL SCRIPT WRITING

Programme Outcome:

PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.

PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.

PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations

PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.

PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.

PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.

PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

Course Outcomes:

CO1: Students will be able to use the camera for AV production.

CO2: Students will be able develop editing skill.

CO3: Students will be able to create and manage sound.

CO4: Students will be able to showcase the skill of script writing.

CO5: Students will be able to create AV Project.

Syllabus:

Module 1: CAMERA : Three-point lighting; Single light shooting techniques and Different Light Fixtures; Basic Lighting Techniques; Lighting for spot interview and reporting; Day for night; Studio lighting Techniques; Green Chroma lighting and shooting; Multi camera shooting workflow and practice.

Module 2: EDITING : Editing exercises on Final cut Pro/Adobe premiere pro

Module 3: SOUND : Audio Production Methods- Fiction and Non-Fiction; Components for audio production including microphones, mixtures and monitoring systems; Understanding different modes of recording; Sound in production – Location recording with different microphones (boom and lapels); Single System and Double System Recording; Digital recording; A/D and D/A conversion; Formats and media; Transmission systems and connections; Dubbing; Song recording and mixing; Understanding acoustic and digital instruments
AUDIO VISUAL SCRIPT WRITING

Module 4: Fundamentals of narrative; Time and Space on Screen Different areas of writing : 1) Film (Fiction and Non-fiction); 2) Television (News, Reality, Topical, etc.) Different formats of non-fiction writing; Documentary film – form and content; Research in documentary; Writing script for documentary

Module 5: Structural study of a narrative – the five-point structure; Fundamentals of storytelling – Character, Plot and Action; Plot and scene constructions in a film (short and feature); Basic rules and structure of screenplay writing; Writing dialogues; Character building; Conflict and resolution; Writing a treatment note; Preparing a mood board; How to pitch a fiction film project PROJECTS (PRACTICAL)

Module 6: Making of audio-visual programme; TV interview exercise (Live & Recorded); News reading and anchoring exercises; Spot reporting: PTC; Commercials of Social Campaign; News Package (3 minutes)

References:

└ Cinematography: Theory and Practice: Image Making for Cinematographers and Directors by Blain Brown, Focal Press (2016)

└ Motion Picture and Video Lighting by Blain Brown, Focal Press

└ Television Production by Jim Owens and Gerald Millerson, Focal Press (2012)

└ Visual Communication: Images with Messages by Paul Martin Lester

└ Wadsworth Publishing Co Inc; (2002)

└ About Looking (Vintage International) by John Berger, RHUS (1992)

└ Ways of Seeing (Penguin Modern Classics) by John Berger, Penguin UK (2008)

└ The Visual Story by Bruce Block, Focal Press

└ How Video Works by Marcus Weise, Focal Press (29) └ Film Art by David Brodwell and Kristin Thomson

└ Picture Composition by Peter Ward, Focal Press └ Perception and Imaging by Richard D Zakia, Focal Press.

└ Alkin, Glyn. 1996. Sound Recording and Reproduction. 3rd ed. Focal Press.

└ Sound for picture, the art of sound design for film and tv (mix pro audio series), Tom Kenny. Artistpro, 2000.

└ A thesis in editing and sound design. Gabriel Lamb. VDM Verlag, 2011.

└ McCormick, Tim and Rumsey, Francis, Sound and recording: An introduction, Focal Press

└ Altman, Rick, ed., Sound theory sound practice, Routledge

└ The Art of Digital Audio by John Watkinson, Focal Press

Course Content:

Module No	Module Name	Topic(s)	Description	No of Hours allotted	Marks allotted	Credit of each Module	Associated Course Outcome (CO)
I	CAMERA ;	<div style="border: 1px solid black; padding: 2px;">Three-point lighting; Single light shooting techniques and Different Light Fixtures;</div> <div style="border: 1px solid black; padding: 2px;">Basic Lighting Techniques; Lighting for spot interview and reporting</div> <div style="border: 1px solid black; padding: 2px;">Day for night; Studio lighting Techniques;</div> <div style="border: 1px solid black; padding: 2px;">Green Chroma lighting and shooting;</div> <div style="border: 1px solid black; padding: 2px;">Multi camera shooting workflow and practice.</div>		15	10%	1	CO 1,
II	EDITING :	<div style="border: 1px solid black; padding: 2px;">Editing exercises on Final cut Pro/Adobe premiere pro</div> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>		15	20%	1	CO2
III	SOUND :	: Audio Production Methods- Fiction and Non-Fiction; Components for audio production including microphones, mixtures and monitoring systems; Understanding different modes of recording; Sound in production – Location recording with different microphones (boom and lapels); Single System and Double System Recording; Digital recording; A/D and D/A conversion; Formats and media; Transmission systems and connections; Dubbing; Song recording and mixing;		15	10%	1	CO3

		Understanding acoustic and digital instruments					
IV	Fundamentals of narrative	<p>Time and Space on Screen</p> <p>Different areas of writing : 1) Film (Fiction and Non-fiction); 2) Television (News, Reality, Topical, etc.) Different formats of non-fiction writing; Documentary film – form and content; Research in documentary; Writing script for documentary</p>		15	20%	1	CO4
V	Structural study of a narrative	The five-point structure; Fundamentals of storytelling – Character, Plot and Action; Plot and scene constructions in a film (short and feature); Basic rules and structure of screenplay writing; Writing dialogues; Character building; Conflict and resolution; Writing a treatment note; Preparing a mood board; How to pitch a fiction film project		15	20%	1	CO4
VI	<p>PROJECTS (PRACTICAL)</p> <p>Making of audio-visual programme</p>	<p>Making of audio-visual programme; TV interview exercise (Live & Recorded); News reading and anchoring exercises; Spot reporting: PTC; Commercials of Social Campaign; News Package (3 minutes)</p>		7	20%	1	CO1, CO2, CO3, CO4, CO5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1			H				
CO 2			H				
CO 3			H				
CO 4		H		M			
CO 5		H	M				
TOTAL		3	2.75	2			

H- High

M-Medium

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	05
	<i>Attendance</i>	05
<i>End Semester Theory</i>	<i>Written</i>	80
<i>Total</i>		100

Science and Environment Journalism - Syllabus

Programme Outcome:

PO 01: Critical Thinking: Develop skills required for locating and verifying a particular media content and utilizing the same for creation of well researched content/material.

PO 02: Effective Communication: Ability to speak, read and write in more than one language and easily communicate with the stakeholders or information source.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. In this way bringing out societal concerns.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 05: Ethics: Inculcate understanding about concepts related to media ethics, responsible communication/coverage and social responsibility.

PO 06: Environment and Sustainability: Sensitize about the issues that affect the environment and ways in which media can contribute towards sustainable development.

PO7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Learning outcomes:

L0 1: To provide understanding of science and environment journalism

L02 -To enable students to explore scientific and environmental issues

L03 -To enable students to appreciate the role science and environment journalism plays in society by examining how scientific issues are shaped and/or misconstrued by the public, the media, industry in general.

L04 : To enable students to appreciate the digital landscape within which science journalism and environment journalism exists today by learning viz blogging, the value of social networks for science and environment journalism

Course Outcomes :

C01 : To learn the basic journalistic skills and techniques in science and environment journalism

C02 : To understand and explore the various functional areas of science journalism and environment journalism like Science Communication and environment communication ,environment journalism , Science and environment News Reporting ,Writing

C03 :To familiarize the participants about the ethics of science journalism and environmental journalism.

C04 : To provide them hands-on experience in critical areas of science journalism and environmental journalism

C05 :To enable students to report science and environment news stories and become effective science communicators

Syllabus :

Unit 1: Science journalism in India

Introduction to science journalism – Definition & Concept ,Science Communication and social Development, Scope and reach ,recent trend ,emerging areas

Unit 2: Science Reporting

Science News –Form of science :print, radio and television-content sourcing, interview, science feature and articles special sections.

Unit 3: Different faces of Science Communication

Popular Science communication,Science communication in rural area-Science through folk culture-science and PR.

Unit 4: Environment Journalism in India:

Definition, introduction, scope, need for environment journalism, future prespective

Unit 5 :Various aspects of Environment Journalism:

Characters,objective and famous environment journalist,modes and techniques for environment journalism,modern technologies and chaklenges,global and national magazines on Environment Journalism

Unit 6: Environment Journalism

Environmental Issues on Print,Radio and Television, media and environmental conflicts ,role of media in various environmental movements, environmental reporting or writing case reports.

Suggested readings:

- O.P. Jaggi: A Concise History of Science including Science in India.
- R. Sundara, Popular Science in Mass Media
- Elise Hancock: Ideas into Words: Mastering the Craft of Science Writing, Baltimore and London: Johns Hopkins, 2003.
- Agarwal, KM, Sikdar, PK & Deb, SC, A text book of environment, Macmillan Publications, 2002.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Science journalism in India	Introduction to science journalism,Definition & Concept, Science Communication and social Development, Scope and reach, recent trend, emerging areas		11 hrs	18%	1	CO1, CO2

2	Science Reporting	Science News: Form of science news :print,radio,television, content sourcing, interview, science feature and articles special sections		14 hrs	17%	1	CO1, CO3
3	Different faces of Science Communication	Popular Science communication Science communication in rural area, Science through folk culture, science and PR		10 hrs	16%	1	CO1, CO2
4	Environment Journalism in India	Environment journalism : Definition, introduction, scope, need for environment journalism, future prespective,		20 hrs	19%	1	CO1, CO2,CO3
5	Various aspects of Environment Journalism	Characters,objective, famous environment journalist, modes and techniques for environment journalism, modern technologies and challenges		15hrs	10%	1	CO4, CO5
6	Environment Journalism	modern technologies and challenges, global and national magazines on Environment Journalism, Environmental Issues on Print,Radio and Television, media and environmental conflicts, role of media in various environmental movements, environmental reporting or writing case reports.		15 hrs	20%	1	CO4, CO5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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	Critical Thinking	Effective Communication	Social Interaction	Effective Citizenship	Ethics	Environment and Sustainability	Self-directed and Life-long Learning
CO 1	H						
CO 2		H	M				
CO 3			H	H	H		
CO 4						M	
CO 5							H
TOTAL	3	3	5	3	3	2	3

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment (Online)</i>	<i>Written Test</i>	10
	<i>Other Component</i>	10
<i>End Semester Theory</i>	<i>Written</i>	80
<i>End Semester Practical</i>		

Paper Code:

MMR364T

Sports Journalism

Credit: 6

Total Marks: 100

Course Outcome:

CO 1: Students will be able to define and explain basics of sports journalism, role of sports journalists and different sports bodies as a whole.

CO 2: Students will be able to interpret social impact of sports journalism in India and its changing nature of expression in different media.

CO 3: Students will be able to categorise different types of sport report to be prepared for different types of media organisations.

CO 4: Students will be able to use and apply different audiovisual techniques in sports journalism; judge and criticise performance of sports personalities and make copies accordingly.

CO 5: Students will be able to write and develop sports copies for different media, to modify sport report during live programme and learn ethical guidelines.

Syllabus:

Module 1: Basics of Sports Journalism

Introduction to Sports Journalism – Definition – Scope of Sports Journalism in India; Sports Journalism department in media house – structure and functions; Sports Editor – role and functions; Coordination with other departments.

Module 2: Impact of Sports Journalism

Social impact of Sports Journalism; Media influence; Sports page; Famous sports journalists – national and international; Impact of globalisation; Digitisation and tabloidization of Sports Journalism; International and National sports bodies (ICC, BCCI, IOC, NOC, FIFA, UEFA).

Module 3: Sports Journalism in print media

Sports coverage in print media; Writing the Intro and 5Ws, News story, Structure; Writing style - Headlines, Cross heads, Body Copy; Running reports, Condensed report, Delayed report, Inquest pieces; Sports features, Sports columns and opinions; Uses of still photography, Copyright; Famous sports magazines.

Module 4: Sports Journalism in Broadcast media

Broadcast sports department, structure and functions; Writing of scripts and performing styles; Camera set ups in fields; Sports bulletins; Interviews, Outside broadcasts; Commentary; Special demand of broadcast journalism – growing trends; Famous sports anchors.

Module 5: Sports Journalism in Online media

Online Sports Journalism – nature & scope; Official sports websites; Online writing style, Running reports on the web; Use of still, graphics, audio and video; Role of blogs, Role of Vox pops; Role of Wire services and news agencies.

Module 6: Ethical guidelines and regulations

Ethical guidelines and biasedness; Boosterism; Sports rights and access to sports events; Media outlook in India towards Sports Journalism; Manipulation, Gender and race division; Sports regulations - World Anti-Doping Agency (WADA), Cases; International Council of Arbitration for Sport (ICAS).

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
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1	Basics of Sports Journalism	Introduction to Sports Journalism - Definition - Scope of Sports Journalism in India; Sports Journalism department in media house - structure and functions; Sports Editor - role and functions; Coordination with other departments.		15	18%	1	CO 1
2	Impact of Sports Journalism	Social impact of Sports Journalism; Media influence; Sports page; Famous sports journalists - national and international; Impact of globalisation; Digitisation and tabloidization of Sports Journalism; International and National sports bodies (ICC, BCCI, IOC, NOC, FIFA, UEFA).		15	15%	1	CO 2
3	Sports Journalism in print media	Sports coverage in print media; Writing the Intro and 5Ws, News story, Structure; Writing style - Headlines, Cross heads, Body Copy; Running reports, Condensed		15	18%	1	CO 3, CO 5

		report, Delayed report, Inquest pieces; Sports features, Sports columns and opinions; Uses of still photography, Copyright; Famous sports magazines.					
4	Broadcast Sports Journalism	Broadcast sports department, structure and functions; Writing of scripts and performing styles; Camera set ups in fields; Sports bulletins; Interviews, Outside broadcasts; Commentary; Special demand of broadcast journalism – growing trends; Famous sports anchors.		15	15%	1	CO 3, CO 4
5	Online Sports Journalism	Online sports journalism – nature & scope; Official sports websites; Online writing style, Running reports on the web; Use of still, graphics, audio and video; Role of blogs, Role of Vox pops; Role of Wire services and news agencies.		15	17%	1	CO 3, CO 5

Total	3	6			2		2
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Reading / Reference Lists:

- Sports Journalism: A Practical Guide – Phill Andrews, 1st edition, 2005. Sage Publications London.
- Sports Media: Reporting, Producing and Planning – Brad Scultz, 2nd Edition, 2006, Focal Press.
- Sports Journalism: Context and Issues – Raymond Boyle, 1st Edition, 2006, Sage London.
- Sports Journalism and Mass Media: Dr. Hoshiyar Singh, 2017 Edition, KSK Publishers.

PAPER: Entertainment Journalism

Paper Code: MMR365T

Credits: 6

Total Marks: 100

Programme Outcome:

PO1: Problem Analysis and Solutions- Identify and interpret media sources, message, channel and audience for an effective media and content planning.

PO2: Message Designing- Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.

PO3: Modern tool usage- Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations

PO4: Life-long learning- Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.

PO5: Media and society- Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.

PO6: Environment and Sustainability- Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development.

PO7: Ethics- Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development.

Course Outcomes:

CO1: Students will be able to realise the significance of entertainment as a category among education and information

CO2: Students will be able to critically analyse the role of media in the formation of collectives such as national, ethnic, race, class, caste and gender based identities.

CO3: Students will be able to analyse diverse roles of media representation.

CO4: Students will be able to understand and apply meaning-making processes and practices that comprise of culture that benefits the society and humanity.

CO5: Students will be able to use and create content for entertainment journals and magazines as they can also articulate effectively in a variety of written forms and critical arguments.

Syllabus:

Module 1: Understanding Popular Culture : Key concepts of Cultural Studies; Popular Culture and Mass Culture; Reading the codes of popular culture; Popular Culture and Folk Culture; Understanding 'consumer' behavior; Entertainment as an industry.

Module 2: Understanding Celebrity – Star System : History and origin of Star System; Star and Society; Celebrity management; Interviewing a 'celebrity'/star; Researching; Writing celebrity news : Gossip and other show biz; Fashion and Lifestyle Management

Module 3: Entertainment and Public Sphere : Reading 'public' trends; The production house – market equation; Understanding the language of cinema; Understanding the language of television / web; Performance as a form of entertainment; Understanding Workflow in a production; Marketing and advertising; Distribution

Module 4: Entertainment journalism in audio visual media : Understanding the medium; How to pitch/conceive a show; Preparing the show USP keeping the target consumer in mind; Preparing the workflow management; Preparing a script; Show packaging

Module 5: Entertainment journalism in new media : Globalization and new media; New media as a tool for social change; The role and power of social media -Case study of YouTube, Facebook, Twitter, Google as phenomenon; Show formats in Web Entertainment

Module 6: Practical : The students will have to prepare three interview scripts with the same celebrity: An interview script/ questionnaire for a celebrity; A film review for a showbiz magazine; Review a television/web performance for a social media site.

References :

- Avery, Robert K., and David Eason. *Critical Perspectives on Media and Society*. New York: Guilford P, 1991.
- Barnouw, Erik. *Tube of Plenty: The Evolution of American Television*. Rev. ed. New York: Oxford UP, 1982. | Barthes, Roland. *Image-Music-Text*. Ed. Stephen Heath. London: Collins, 1977. | Bennett, Andrew. *Popular Music and Youth Culture: Music, Identity and Place*. London: MacMillan, 2000.
- Bennett, Tony, ed. *Popular Fiction: Technology, Ideology, Production, Reading*. London: Routledge, 1990.
- Bennett, Tony, and Janet Woollacott. *Bond and Beyond: The Political Career of a Popular Hero*. New York: Methuen, 1987.
- Fiske, John, and J. Hartley. *Reading Television*. London: Methuen, 1978.

- Fiske, John. Introduction to Communication Studies. 2nd ed. London: Routledge, 1992. Fiske, John. Reading the Popular. Winchester: Unwin Hyman, 1989.
- Fiske, John. Television Culture. New York: Methuen, 1987.
- Fiske, John. Understanding Popular Culture. Winchester: Unwin Hyman, 1989. | Williams, Raymond. Culture. Glasgow: Fontana Paperbacks, 1981.
- Williams, Raymond. Keywords: A Vocabulary of Culture and Society. Rev. ed. London: Fontana, 1988.
- Sen Amartya. Does Culture Matter ? "Culture and Public Action" Edited by Vijayendra Rao and Michael Walton
- Williams, Raymond. Television: Technology and Cultural Form. London: Collins, 1974. (23)
- Cameron, Fiona and Sarah Kenderdin (Editors) Theorizing Digital Cultural Heritage. A Critical Discourse

Course Content:

Module No	Module Name	Topic(s)	Description	No of Hours allotted	Marks allotted	Credit of each Module	Associated Course Outcome (CO)					
I	Understanding Popular Culture	<table border="1" style="width: 100%;"> <tr> <td>Key concepts of Cultural Studies;</td> </tr> <tr> <td>Popular Culture and Mass Culture;</td> </tr> <tr> <td>Reading the codes of popular culture</td> </tr> <tr> <td>Popular Culture and Folk Culture;</td> </tr> <tr> <td>Understanding 'consumer' behavior; Entertainment as an industry</td> </tr> </table>	Key concepts of Cultural Studies;	Popular Culture and Mass Culture;	Reading the codes of popular culture	Popular Culture and Folk Culture;	Understanding 'consumer' behavior; Entertainment as an industry		15	20%	1	CO 1, CO3
Key concepts of Cultural Studies;												
Popular Culture and Mass Culture;												
Reading the codes of popular culture												
Popular Culture and Folk Culture;												
Understanding 'consumer' behavior; Entertainment as an industry												
II	Understanding Celebrity	<table border="1" style="width: 100%;"> <tr> <td>Star System : History and origin of Star System;</td> </tr> <tr> <td>Star and Society; Celebrity management;</td> </tr> <tr> <td>Interviewing a 'celebrity'/star;</td> </tr> <tr> <td>Researching; Writing celebrity news : Gossip and other show biz.</td> </tr> <tr> <td>Fashion and Lifestyle Management</td> </tr> </table>	Star System : History and origin of Star System;	Star and Society; Celebrity management;	Interviewing a 'celebrity'/star;	Researching; Writing celebrity news : Gossip and other show biz.	Fashion and Lifestyle Management		15	15%	1	CO1, CO2, CO3
Star System : History and origin of Star System;												
Star and Society; Celebrity management;												
Interviewing a 'celebrity'/star;												
Researching; Writing celebrity news : Gossip and other show biz.												
Fashion and Lifestyle Management												
III		Reading 'public' trends;		15	20%	1	CO2,					

	Entertainment and Public Sphere	<p>The production house – market equation;</p> <p>Understanding the language of cinema;</p> <p>Understanding the language of television / web;</p> <p>Performance as a form of entertainment;</p> <p>Understanding Workflow in a production;</p> <p>Marketing and advertising; Distribution</p>					CO4
IV	Entertainment journalism in audio visual media :	<p>Understanding the medium;</p> <p>How to pitch/conceive a show; Preparing the show USP keeping the target consumer in mind;</p> <p>Preparing the workflow management;</p> <p>Preparing a script; Show packaging</p>		15	20%	1	CO3, CO4, CO5
V	Entertainment journalism in new media :	<p>Globalization and new media;</p> <p>New media as a tool for social change;</p> <p>The role and power of social media -Case study of YouTube, Facebook, Twitter, Google as phenomenon;</p> <p>Show formats in Web Entertainment</p>		15	15%	1	CO2, CO4
VI	Practical :	<p>The students will have to prepare three interview scripts with the same celebrity: An interview script/ questionnaire for a celebrity; A film review for a showbiz magazine; Review a television/ web performance for a social media site.</p>		7	10%	1	CO3, CO4, CO5

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M			M	H		
CO 2					H	M	M
CO 3	H	M			M		
CO 4				M	H	M	M
CO 5	H	M					
TOTAL	2.6	2		2	2.75	2	2

H- High

M-Medium

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Written Test</i>	10
	<i>Other Component</i>	05
	<i>Attendance</i>	05
<i>End Semester Theory</i>	<i>Written</i>	80
<i>Total</i>		100

PAPER - MEDIA MANAGEMENT

Total Marks: 100 Paper Code: MMR410T Credits 6

Programme Outcome

- **P01: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **P02: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **P06: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **P07: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objectives

Learning Objectives:

- L01. To understand the ownership patterns of different media organizations.
- L02. To apprehend the organizational and economic structures of the major electronic media.
- L03. To learn basic knowledge of marketing.
- L04. To know programming methods and strategies used in media industries.
- L05. To have knowledge on convergence, new technologies and their impact on different media landscape.
- L06. To have idea on legal, ethical and other regulatory challenges faced by the media industries.
- L07. To make an analysis of models related to management.

Course Outcomes:

- C01. **Knowledge:** To define and describe the media industries and their different ways of works.
- C02. **Understand:** To explain and interpret models and paradigms of media management.
- C03. **Analyse:** To analyse and classify different media ownership patterns, media production process and media economics.
- C04. **Create:** To produce strategic media marketing plans.
- C05. **Evaluate:** To learn and compare the processes of media entrepreneurship.

Syllabus :

- Module 1 :** Management – Definition, nature, principles; Organisational hierarchy and functions of different departments of print, audio visual and broadcast media; General management, finance, circulation, advertising, personnel management, production sections.

Module 2 : Media as an industry and profession; Ownership patterns; Editorial management; DAVP; Apex bodies – INS, ABC, Editors Guild of India, NBA, BCCC, IBF, MRUC, INS, IRS, TRAI; FDI in Indian media; Launching media ventures - Policy formulation, planning and control; Problems and solutions.

Module 3 : Economics of print, audio visual, broadcast, film and digital media; Different metrics of management, business, legal and financial aspects; Budgeting - capital costs, production costs, commercial, advertising and sales strategy, competition and survival; Changing business models for media.

Module 4 : Planning and execution of broadcast programme production; Production terms, control practices, procedures; Operations, production schedule, evaluation, Taxation and labour laws; PR for media business and audience.

Module 5 : Administration in media – scheduling, transmitting, record keeping, quality control and cost-effective techniques; Employee / employer relationship; Customer relationship; Marketing strategies – Brand promotion, space/time, reach, market survey techniques; Media research in India.

Module 6 : Concept of Entrepreneurship; Characteristics of Entrepreneurs; Media Entrepreneurship; Media Entrepreneurial Scenario in India; Case studies, Problems and solutions.

References :

- ❑ Media Management, by B. K. Chaturvedi, Global Vision Publishing House (2014)
- ❑ The Indian Media Business, by Vanita Kohli-Khandekar, Sage Publications India Private Limited
- ❑ Media and Communication Management, by C. S. Rayudu, Himalaya Publishing House
- ❑ News Media Management, by P.K. Ravindranath, Authors Press
- ❑ Production Management for TV and Film: The professional's guide, by Linda Stradling, A&C Black (2010)
- ❑ Management of Electronic Media (Wadsworth Series in Broadcast and Production), by Alan B. Albarran, Wadsworth Publishing Co Inc
- ❑ Christina Spurgeon, (2007): Advertising and New Media, Routledge, Taylor & Francis Group, London and New York
- ❑ CII-PWC Report
- ❑ FICCI-KPMG Report

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Basics of media	Management – Definition, nature, principles; Organisational hierarchy and functions of different departments of print, audio visual		11 hrs	25%	1	CO1, CO2

	managemen t	and broadcast media; General management, finance, circulation, advertising, personnel management, production sections.					
2	Media as industry	Media as an industry and profession; Ownership patterns; Editorial management; DAVP; Apex bodies – INS, ABC, Editors Guild of India, NBA, BCCC, IBF, MRUC, INS, IRS, TRAI; FDI in Indian media; Launching media ventures - Policy formulation, planning and control; Problems and solutions.		14 hrs	25%	1	CO1, CO2
3	Media Economics	Economics of print, audio visual, broadcast, film and digital media; Different metrics of management, business, legal and financial aspects; Budgeting - capital costs, production costs, commercial, advertising and sales strategy, competition and survival; Changing business models for media.		13 hrs	15%	1	CO2, CO3
4	Media production	Planning and execution of broadcast programme production; Production terms, control practices, procedures; Operations, production schedule, evaluation, Taxation and labour laws; PR for media business and audience.		14 hrs	15%	1	CO3, CO4
5	Media Marketing	Administration in media – scheduling, transmitting, record keeping, quality control and cost-effective techniques; Employee / employer relationship; Customer relationship; Marketing strategies – Brand promotion, space/time, reach, market survey techniques; Media research in India.		14 hrs	10%	1	CO5

6	Entrepreneurship	Concept of Entrepreneurship; Characteristics of Entrepreneurs; Media Entrepreneurship; Media Entrepreneurial Scenario in India; Case studies, Problems and solutions.		16 hrs	10%	1	CO1
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CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M				H	H	
CO 2	M				H	H	
CO 3							
CO 4		H	H	H			
CO 5						H	
TOTAL	2	3	3	3	3	3	

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Examination	Type	Marks
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<i>Continuous Internal Assessment (Online)</i>	<i>Written Test</i>	10
	<i>Other Component</i>	10
<i>End Semester Theory</i>	<i>Written</i>	80
<i>End Semester Practical</i>	<i>Practical / Viva-Voce</i>	NA
<i>Total</i>		100

PAPER – XVII : BRANDING AND BRAND MANAGEMENT

Programme Outcome:

- **P01: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **P02: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **P07: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcome:

CO1: Students will be able to define the functions and elements of brand and brand management.

CO 2: Students will be able to analyze different aspects of brand management.

CO 3: Students will be able to Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital Media.

CO 4: Students will be able to create innovative brand promotional strategies.

CO 5: Students will be able to evaluate and develop understanding of branding in global perspectives.

Syllabus :

Module 1 : Introduction :

Understanding Brand, Describe the characteristics of a brand, Define the main concepts of branding, Explain the purpose of branding, examine brand concepts in real-life setting by articulating the context of and the rationale for the application, Branding practices,

Brand Manager concept.

Module 2 : Understanding Branding:

Developing Brand, process and methods of developing brand elements, brand associations, Brand Personality, Brand Image, brand identity, Brand Positioning, Brand Equity, brand awareness, Value addition from Branding. Brand-customer Relationships, Brand Loyalty and Customer loyalty.

Module 3 : Brand Management:

Managing Brands; Brand Creation, Brand Extensions Brand-product Relationships, important factors in conception and various stages of growth and maturity of brands, process and methods of measuring brand performance, Interpret basic quantitative and qualitative brand performance data. Brand evaluation plan.

Module 4 : International Brand Management:

Global Bands, Brands and Crisis Management, brands going international, Assessment of Brands through Research, brands going international, Assessment of Brands through Research, Ethical and legal aspects.

Module 5 : Types of Brands:

Financial Aspects of brands, Branding in Different Sectors: customer, Industrial, Retail and Service Brands.

Module 6 : Projects and Brand Portfolio Management: Developing Brand Portfolio by students.

References :

- Diamond Allen, Fashion Retailing, Delmar.
- Diamond jay and Gerald Pintel Retailing, Prentice Hall.
- Drake, Mary Francis, J H Spoone and H Greenwald Retail fashion, Promotion, and Advertising, Macmillan.
- Levy, Michael & Barton A. Weitz retailing management, 2nd ed. Irwin.
- Morgenstein, Melvin and Harriat Strongin Modern Retailing Prentice hall.

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Introduction	Understanding Brand, Describe the characteristics of a brand, Define the main concepts of branding, Explain the purpose of branding, examine brand concepts in real-life setting by articulating the context of and the rationale for the application, Branding practices, Brand Manager concept.		15	10%	1	CO 1
2	Understanding Branding	Developing Brand, process and methods of developing brand elements, brand associations, Brand Personality, Brand Image, brand identity, Brand Positioning, Brand Equity, brand awareness, Value addition from Branding. Brand-customer Relationships,		15	25%	1	CO 2

		Brand Loyalty and Customer loyalty.					
3	Brand Management	<p>Managing Brands; Brand Creation, Brand Extensions Brand-product Relationships,</p> <p>important factors in conception and various stages of growth and maturity of brands,</p> <p>process and methods of measuring brand performance, Interpret basic quantitative and qualitative brand performance data. Brand evaluation plan.</p>		15	20%	1	CO 3
4	International Brand Management	<p>Global Bands, Brands and Crisis Management, brands going international, Assessment of Brands through Research, brands going international, Assessment of Brands through Research, Ethical and legal aspects.</p>		15	20%	1	CO 5
5	Types of Brand	<p>Financial Aspects of brands, Branding in Different Sectors: customer, Industrial, Retail and Service Brands.</p>		20	20%	1	CO 4
6	Projects and Brand Portfolio Management.	<p>Developing Brand Portfolio by students</p>		10	5%	1	CO 4

Evaluation	Max. marks for which the exam is conducted	Remarks
CIA	20	Written test, Assignment, Presentation
End Semester Exam	80	Exam to be conducted by COE

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	H			M			
CO 2		H					
CO 3					H		
CO 4				H			
CO 5		M					M
TOTAL							

PAPER – XVIII : DIGITAL MEDIA MARKETING

Total Marks : 100 Paper Code: MMR431T

SPECIALIZATION : MARKETING

COMMUNICATION

Programme Outcome:

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objective:

- To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success.
- To acknowledge them how to develop a digital marketing plan, to make SWOT analysis, to define target group and to get introduced to various digital channels, their advantages and ways of integration.
- To help the learners to integrate different digital media and create marketing content; how to optimize Web site and SEO optimizations, etc.

Course Outcome:

CO-1 Students would be able to understand the concept of Digital Marketing.

CO-2 Students would be able to develop skills which required in digital marketing strategies.

CO-3 Students would be able to develop their own digital marketing plan.

CO-4 Students would be able to perform skillfully.

CO-5 Students would be able Identify appropriate available tools of digital marketing.

Syllabus :

Module 1 : Introduction of the Digital media marketing, Definition, nature and scope; Difference between

Digital vs Real Marketing; Digital Marketing Channels; Creating initial digital marketing plan - Content management, SWOT analysis, Target group analysis.

Module 2 : Customer Relationship Management, Definition, nature and scope; Different CRM platforms; CRM models; Market research, Audience research, Research tools, USP.

Module 3 : E-mail marketing – Definition, nature and scope; E-mail marketing plan, campaigns and analysis; Keeping up with conversions, case studies.

Module 4 : Budgeting – Definition, need, types; Digital Marketing Budgeting – nature and scope; Resource planning; Cost estimating, Cost budgeting, Cost control; Paid advertisements – nature, uses and scope, case studies.

Module 5 : SEO Optimization, Importance in Digital Marketing; Writing the SEO content; Google AdWords-creating accounts, Google AdWords- types and uses; Mobile marketing – SMS marketing; Affiliate marketing, Blogging, Freelancing.

Module 6 : Web analytics: definition, nature and scope in digital marketing; Web analytics – levels; Social Media Marketing, Uses of Facebook, Instagram, LinkedIn and YouTube in Digital Marketing; Business opportunities and analysis in social media.

References:

- Digital Marketing for Dummies; By Ryan Deiss and Russ Hennesberry, 2017 ● Don't Make Me Think Revisited: A Common-Sense Approach to Web Usability by Steve Krug ● Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Introduction to Programmatic Advertising by Dominik Kosorin, 2016
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Email Persuasion: By Ian Brodie, 2013
 - Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017 ● The Webinar Way: The Single Most Effective Way to Promote Your Services, Drive Leads & Sell a Ton of Product by Sherri Rose, 2012
 - The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly 1st Edition by David Meerman Scott ● Marketing 4.0: When Online Meets Offline, Style Meets Substance, and Machine-to-Machine Meets Human-to-Human - by Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

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Module No.	Module Name	Topic(S)	Description	No. of Hours	Marks Allotted	Credit of each	Associated Course
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				Allocated		module	Outcom e
1	Introductio n to Digital Media Marketing	Introduction of the Digital media marketing, Definition, nature and scope; Difference between Digital vs Real Marketing; Digital Marketing Channels; Creating initial digital marketing plan - Content management, SWOT analysis, Target group analysis.		14	20%	1	CO1,CO 3
2	CRM	Customer Relationship Management, Definition, nature and scope; Different CRM platforms; CRM models; Market research, Audience research, Research tools, USP.		14	12%	1	CO1,CO 3
3	E-Mail Marketing	E-mail marketing - Definition, nature and scope; E-mail marketing plan, campaigns and analysis; Keeping up with conversions, case studies.		17	13%	1	CO2, CO4

4	Budgeting & Cost Control	Budgeting – Definition, need, types; Digital Marketing Budgeting – nature and scope; Resource planning; Cost estimating, Cost budgeting, Cost control; Paid advertisements – nature, uses and scope, case studies.		13	15%	1	CO2,CO5
5	SEO Optimization	SEO Optimization, Importance in Digital Marketing; Writing the SEO content; Google AdWords- creating accounts, Google AdWords- types and uses; Mobile marketing – SMS marketing; Affiliate marketing, Blogging, Freelancing.		16	20%	1	CO4, CO5
6	Web analytics and digital media platforms	Web analytics: definition, nature and scope in digital marketing; Web analytics – levels; Social Media Marketing, Uses of Facebook, Instagram, LinkedIn and YouTube in Digital Marketing; Business opportunities and analysis in social media.		16	20%	1	CO4, CO5

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1			H				
CO 2	H			M			
CO 3		H					
CO 4		M	H				
CO 5	M		H				
TOTAL	2.5	2.5	3	2			

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

References :

- McLeish, Robert. 1988. The Technique of Radio Production: A Manual for Broadcasters. Focal Press.
- Siegel, E H. 1992. Creative Radio Production, Focal Press 16
- Keith, Michael. 1990. Radio Production, Art and Science. Focal Press
- Shrivastava, K. M. 1989. Radio and TV Journalism. Sterling Publishers.
- Kaushik, Sharda. 2000. Script to Screen: An Introduction to TV Journalism. New Delhi: Macmillan.
- Lewis, Bruce. 1966. The Technique of Television Announcing. Hastings House. ● Kaminsky,

Stuart M., and Mark Walker. 1988. Writing for Television. Dell Pub. • Douglas, Robert Livingston. 1988. Satellite Communications Technology, Prentice Hall. • Tyrrell, Robert. 1981. The Work of the Television Journalist. Focal Press. • Carrol Flemming: The Radio Handbook. Routledge Publications.2002.

• Hudson Gary and Rowlands, Sarah. The Broadcast Journalism Handbook, 2007. • P C Chatterjee. Broadcasting In India. Sage. New Delhi. 1988.

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Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Assignments and Test</i>	20
<i>End Semester Theory</i>	<i>Written</i>	80

Total Marks : 100

Paper Code: MMR422T/J

SPECIALIZATION : PRODUCTION DESIGN AND MANAGEMENT & TELEVISION COMMERCIAL PROJECT

Programme Outcome:

- **P01: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **P02: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.

- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objective:

The course will train the students :

L01. To handle any audio-visual production independently.

L02. To understand elements in the production process.

L03. To pitch a project and understand its market viability.

Course Outcome:

After successful completion of the course, the students will be able:

C01. To understand brand positioning.

C02. To develop an understanding of the world of advertising

C03. To develop an understanding of the Types & Uses of television commercials.

C04. To understand consumer psychology

Syllabus :

Module 1 : Overview of Production; Understanding the process of pre-production; Introduction to different audio-visual formats; Production ethics and media laws; Guild management;

Branding and Pitching a project; Logline, slug line and treatment note.

Module 2 : Introduction to pre-production process; Script analysis and break down; Master sheet and schedule making; Preparing continuity sheet and production requisitions; Location recce and permissions; Preparing a shooting unit; Budget making.

Module 3 : Shooting schedule; Floor plan; Actor/Celebrity Management; Payment process and gateways; Managing post production process; Studio infrastructure; Understanding out formats of any audio-visual project.

Module 4 : Publicity design of an audio-visual product; Marketing policy of a film; Cross media promotions and in-film branding; Film distribution system and policy; Exploring national and international Film Festivals.

Module 5 : The work flow of an Advertising agency; Copywriting and logo design; Brand ambassador and Brand personality; Shot break down and Story boarding; Understanding colour palette; Media planning and market delivery.

(34)

Module 6 : Practical Projects :

1. The students will have to prepare the Production lay out of an audio-visual project.

The presentation will include:

Logline; Synopsis and slug line; Treatment note; Budget; SWOT analysis; Marketing policy; Distribution and media planning.

2. The students will shoot, edit and produce a professional TVC of any brand. The brand may be new/existing in the market but the idea should be original. (60 sec duration)

References :

- ☒ About Looking (Vintage International) by John Berger, RHUS (1992)
- ☒ Ways of Seeing (Penguin Modern Classics) by John Berger, Penguin UK (2008)
- ☒ Television Production by Jim Owens and Gerald Millerson, Focal Press (2012)
- ☒ Visual Communication: Images with Messages by Paul Martin Lester
- ☒ The documentary film book. Basingstoke: Palgrave Macmillan on behalf of the British Film Institute 2013.
- ☒ Bordwell D, Thompson K. Film art: an introduction. Tenth edition, McGraw-Hill international edition. New York: McGraw-Hill 2013.
- ☒ Millerson G. Video production handbook. 3rd ed. Oxford: Focal 2001.
- ☒ Belavadi, Vasuki. (2013) Video Production, India: Oxford university Press.
- ☒ Edgar, Robert. (2015) The language of Film. Bloomsbury: London.
- ☒ Hayward, Susan. (2018) Cinema Studies: The Key Concepts. London and New York: Routledge.
- ☒ Monaco, James. (1977) How to Read a Film. Oxford University Press.
- ☒ Sikov, ed. (2010) Film studies and production. New York: Columbia university press.

Modu	Module Name	Topic(S)	Descrip	No. of Hours	Marks	Credit of each	Associat ed
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le No.			tion	Allocated	Allotted	module	Course Outcome
1	Overview of production	<p>Overview of Production; Understanding the process of pre-production; Introduction to different audio-visual formats; Production ethics and media laws; Guild management;</p> <p>Branding and Pitching a project; Logline, slug line and treatment note.</p>		14	16%	1	CO2
2		<p>Introduction to pre-production process; Script analysis and break down; Master sheet</p> <p>and schedule making; Preparing continuity sheet and production requisitions; Location</p> <p>recce and permissions; Preparing a shooting unit; Budget making</p>		14	16%	1	CO3
3		<p>Shooting schedule; Floor plan; Actor/Celebrity Management; Payment process and</p> <p>gateways; Managing post production process; Studio infrastructure; Understanding out</p> <p>formats of any audio-visual project.</p>		17	20%	1	CO2,CO4
4		<p>Publicity design of an audio-visual product; Marketing policy of a film; Cross media</p> <p>promotions and in-film branding; Film distribution system and</p>		16	16%	1	CO2

		policy; Exploring national and international Film Festivals.					
5		The work flow of an Advertising agency; Copywriting and logo design; Brand ambassador and Brand personality; Shot break down and Story boarding; Understanding colour palette; Media planning and market delivery.		16	16%	1	CO3,CO4
6		<p>Practical Projects :</p> <p>1. The students will have to prepare the Production lay out of an audio-visual project.</p> <p>The presentation will include:</p> <p>Logline; Synopsis and slug line; Treatment note; Budget; SWOT analysis; Marketing</p> <p>policy; Distribution and media planning.</p> <p>2. The students will shoot, edit and produce a professional TVC of any brand. The brand may be new/existing in the market but the idea should be original. (60 sec duration)</p>		13	16%	1	CO1, CO5

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M	H					
CO 2		H	M				
CO 3	M		H				
CO 4	M		H				
CO 5	H	M					M
TOTAL	2.25	2.67	2.67				2

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Examination	Type	Marks
<i>Continuous Internal Assessment</i>	<i>Assignments and Test</i>	20
<i>End Semester Theory</i>	<i>Written</i>	80

PAPER – XVIII : FINAL FILM PROJECT (FICTION/NON-FICTION)

Programme Outcome:

- **P01: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **P02: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **P03: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **P04: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **P05: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **P07: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Learning Objective:

1. The purpose of this course is to help students understand filmmaking as a tool to communicate a message.
2. They will learn how to properly operate and maintain the equipment (camcorders, microphones, etc.) as well as the basics of non-linear video editing.
3. Basic filmmaking principles (rule of thirds, headroom, establishing shots, camera angles & techniques, storyboarding, scriptwriting and screenplay development) will be taught.
4. Students will collaborate in groups or individually to complete the project/s.
5. For this, students will prepare a storyboard, write a screenplay, and direct and produce a short film (Fiction/Non-Fiction) of (8- 10 minutes) duration. 3. To teach the techniques of effective press release writing, issue releases and statements.

Course Outcome:

1. The purpose of this course is to help students understand filmmaking as a tool to communicate

a message.

2. They will learn how to properly operate and maintain the equipment (camcorders, microphones, etc.) as well as the basics of non-linear video editing.
 3. Basic filmmaking principles (rule of thirds, headroom, establishing shots, camera angles & techniques, storyboarding, scriptwriting and screenplay development) will be taught.
 4. Students will collaborate in groups or individually to complete the project/s.
 5. For this, students will prepare a storyboard, write a screenplay, and direct and produce a short film (Fiction/Non-Fiction) of (8- 10 minutes) duration.
- Syllabus :**

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	M	H					
CO 2		H	M				
CO 3	M		H				
CO 4	M		H				
CO 5	H	M					M
TOTAL	2.25	2.67	2.67				2

H- High relevance=3

M- Medium relevance=2

L- Low relevance=1

Assessment Plan

Examination	Type	Marks
<i>End Semester project</i>	<i>Written</i>	100

PAPER – Dissertation

Paper Code: MMR440J Credits: 6 Total Marks: 100

Programme Outcome

- **PO1: Problem Analysis and Solutions-** Identify and interpret media sources, message, channel and audience for an effective media and content planning.
- **PO2: Message Designing-** Design/produce message/content for Print, Radio, Television, Film, and Convergent media as per the need of audience.
- **PO3: Modern tool usage-** Create, select, and apply updated tools and techniques to record, edit, share, broadcast/publish and analyse the media content (electronic, print and social media) with an understanding of the limitations
- **PO4: Life-long learning-** Having independent and life-long learning in the broader context of social, cultural, environmental, economic, and technological changes.
- **PO5: Media and society-** Evaluate contextual knowledge to assess social problems and issues and the consequent responsibilities relevant to the professional media practice.
- **PO6: Environment and Sustainability-** Elaborate the impact of the professional media and communication solutions for societal and environmental contexts; demonstrate the media knowledge for promotion of sustainable development
- **PO7: Ethics-** Integrate ethical principles, human values, commitment to responsibilities and norms of the media practice for holistic development

Course Outcomes

After successful completion of the course, the students will be able to:

- **CO1-** Identify and refine an appropriate research question.

- **C02-** Apply principles of research design to the question, and select an appropriate methodology.
- **C03-** Design and manage a piece of original dissertation project.
- **C04-** Synthesize knowledge and skills previously gained and apply these to an in-depth study
- **C05-** Establish links between theory and methods within the field of study.
- **C06-** Present the findings in an appropriate written format.

Learning Objectives

The course aims to develop an understanding of the processes and skills required to undertake a supervised research project and to write this up as dissertation.

- **L01-** The course aims to enable the students to develop research skills commensurate with the accomplishment of the degree.
- **L02-** To enable the students to produce a coherent and logically argued piece of writing that demonstrates competence in research.
- **L03-** To enable the students to address issues of research design, methodology, ethics and theoretical arguments.
- **L04-** To enable the students to apply the knowledge about research design and methods that they have gained from the taught components to develop their dissertation project.
- **L05-** To enable the students to develop skills in independent inquiry.

Syllabus

Course Description:

The aim of this course is to enable students to develop an understanding and obtain practical experience of the research process and research skills required to undertake a supervised research project. Students will be required to identify relevant information on a topic and critically review the research of others.

The course aims to give the students the confidence to undertake an original piece of work and to apply the knowledge about research design and methods they have gained from the taught components to their dissertation project, with the support and guidance of dissertation supervisor.

Lectures and learning materials will be used to outline what is expected from students and to help them develop their research question and proposal ensuring that all projects comply with both ethics and degree requirements.

One-to-one supervision sessions will provide a formal process of support to the students throughout the project.

At the end of the semester students will submit a dissertation project under the mentorship of a supervisor. Students are free to choose any topic related to mass communication in consultation with their allotted supervisor.

Course Requirements:

Research Proposal: Each student must prepare a document proposing a specific plan for the dissertation project undertaken. This document is expected to make a convincing case that the proposed research is likely to make an original contribution to the domain of knowledge, is of relevance to be worthy of pursuit, and is feasible given the student's skills, time constraints, and available resources. The topic of the dissertation project is to be determined by the student in consultation with the supervisor. The topic must formally be approved by the concerned supervisor.

Final Submission: APA style needs to be used for the final write-up to the dissertation. The final submission needs to be duly approved by the concerned supervisor and Dean. Ethical standards need to be followed. Plagiarism checking will be done by the University before taking the final submission. All ideas and quotations that are borrowed from any source must be acknowledged; at a minimum, the student/s should give the name of the author, the title of the text cited, and the page number(s) of the citation. The only exception to this requirement would involve what is familiar and commonly held (e.g., the fact that the earth is round).

Module 1: Conceptualization- Formulating the research problem and conceptualising a research design

Module 2: Construction of Instrument- Constructing an instrument for data collection and selecting population and sample

Module 3: Research Proposal- Writing a research proposal, Discussion on format

Module 4: Data Collection- Collecting data using Instrument, Ethics related to the process

Module 5: Data Analysis- Forms of analysis, Processing and displaying data

Module 6: Preparation of Research Report- Writing the research report, Format related instructions

References:

- Communication Research Methods, by Gerianne Merrigan, Carole L. Huston, Oxford University Press (2008)
- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Arthur Asa Berger, Sage Publications
- Introducing Communication Research: Paths of Inquiry, by Donald Treadwell, Sage Publications
- Communication Research: Asking Questions, Finding Answers, by Joann Keyton, McGraw-Hill Higher Education

Module No.	Module Name	Topic(S)	Description	No. of Hours Allocated	Marks Allotted	Credit of each module	Associated Course Outcome
1	Conceptualization	Formulating the research problem and conceptualising		13 hrs	100.00 %	6	CO1

		a research design				
2	Construction of Instrument	Constructing an instrument for data collection and selecting population and sample		15 hrs		C02
3	Research Proposal	Writing a research proposal, Discussion on format		13 hrs		C03
4	Data Collection	Collecting data using Instrument, Ethics related to the process		13 hrs		C05
5	Data Analysis	Forms of analysis, Processing and displaying data		13 hrs		C04
6	Preparation of Research Report	Writing the research report, Format related instructions		13 hrs		C06

CO-PO mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
	Problem Analysis and Solutions	Message Designing	Modern tool usage	Life-long learning	Media and society	Environment and Sustainability	Ethics
CO 1	H			H			
CO 2	H		H		H		
CO 3							
CO 4	H		H	H			H
CO 5	H		H				H
CO 6				H			
TOTAL	3		3	3	3		3

H- High relevance

M- Medium relevance

L- Low relevance

CIA PLAN (out of 20 marks)			
Evaluation Components	Mode	Full Marks	PO (for Rubrics)
CIA Exam (Research Proposal Preparation and Presentation)	Individual	20	PO1, PO3, PO4
TOTAL		20	

END SEMESTER EXAMINATION (out of 80 marks)

Evaluation Components	Mode	Full Marks	PO (for Rubrics)
End Semester Exam (Dissertation Preparation and VIVA)	Individual	80	PO1, PO3, PO4, PO5