

**Curriculum Framework and Syllabi for
M.A. MASS COMMUNICATION**

**(For the candidates to be admitted from the academic year 2018-2019)
(UNDER CHOICE BASED CREDITSYSTEM-CBCS)**



**DEPARTMENT OF
VISUAL COMMUNICATION
MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL-624102**

PREAMBLE

PRELUDE

The Department of Visual Communication had its inception in 2002. The department offers both theoretical and practical methods in film making, multimedia, advertising to cater to the needs of the students in media industry or media outlets. The department offers two major disciplines M.Sc. Visual communication and M.A. in communication. The curriculum will introduce visual communication processes and theories both theoretically and practically through lectures, discussions and seminars. Practical exercises in inter-personal, organizational and inter-cultural communication will further facilitate understanding the visual communication processes.

Combination of lectures, discussions, small group exercises, seminars, fieldwork, and workshops. Lectures will cover guidance, motivation, and the important aspects, historical background and the conceptual framework of the subject. The practical include training on the nuts and bolts of the subject and offer students the benefit of media practitioners' experience. They will learn the practical skills of reporting, interviewing, writing, editing and presentation. Students will make individual and group presentations on topics selected in consultation with the instructor. In addition to written assignments, students will be required to produce several news and feature stories for radio and for television, and a documentary, short film, ad film, for radio or television. Students will be closely supervised and evaluated while preparing reports. Lectures will be supplemented with work in small groups to practice and create a teamwork spirit. They will be engaged in the following practical exercises to apply learning: recording and editing; radio programme production for community and television broadcasting

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- PEO1: Graduates will have knowledge and creative synergy to excel in their professional career in Visual Communication and related disciplines
- PEO2: Graduates will contribute and communicate effectively transnationally.
- PEO3: Graduates will adhere to theoretical and pragmaticall skills to achieve professional standard

- PEO4: Graduates will rope in technological advancement to translate their ideas
- PEO5: Graduates will contribute to the growth of the nation and society by applying acquired knowledge in today's media world.

PROGRAMME OUTCOMES (POs)

On successful completion of M.A. Mass Communication programme, the students will be able to

PO 1: The imperative on the role of newspapers in society including the principles and practice of journalism

PO 2: Communication technologies and various software to be deployed for content creation, content editing for various forms of publishing platforms.

PO 3: Creativity to be honed for consolidating the recurrent themes in Media.

PO 4: Demystify the decadence in culture and instill confidence.

PO 5: To nurture the spirit of Journalism the students have to navigate on Media law, polity and economy to reinforce the democratic norms and principles.

PO 6: To imbibe the culture of Research, Innovation, Entrepreneurship and Incubation

PO 7: To prepare socially responsible Media Academicians, Researchers, and Professionals in Media with global vision

PROGRAMME SPECIFIC OUTCOME (PSO)

At the end of the programme, the student will be able to

PSO1	Think critically, creatively and independently to cater to market demands by developing Media narratives for human exploitation.
PSO2	Impart Professional standards as well as professional ethics,, in News features, News analysis, News stories, Press releases, and Advertising copy, PR campaign, following accepted journalistic standards
PSO3	Students will be able to create and design Newspapers, Tabloid, Blogs, Digital audio, Digital video, social media, Digital photography, and Multimedia.
PSO4	Qualitative and Quantitative study in exploring the nuances of constructing and deconstructing Media narratives
PSO5	The ability to competently use Technology appropriate to the “Medium”

MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL

DEPARTMENT OF VISUAL COMMUNICATION

M.A. MASS COMMUNICATION

SE M	Course		CR.	HRS / WEEK	INT. MARKS	EXT. MARKS	TOTAL
	SUB. CODE	NAME					
I	PMCT11	Introduction to Communication Theories	5	6	25	75	100
	PMCT12	Development Communication	5	6	25	75	100
	PMCT13	Principles of Journalism	5	6	25	75	100
	PMCT14	Television production (Record)	5	6	25	75	100
	PMCE11	Internship	5	6	25	75	100
	Total		24	30	--	--	500
II	PMCT 21	Advertising and Public Relations/Corporate Communication	5	7	25	75	100
	PMCT22	Communication Research	5	7	25	75	100
	PMCT23	Media Laws and Ethics	5	6	25	75	100
	PMCT24	Script writing (Record)	5	6	25	75	100
	PMCE22	Internship	5	6	25	75	100
	Total		24	30	--	--	500
III	PMCT 31	Print Media (Reporting and Editing)	5	6	25	75	100
	PMCT32	Media Management	5	6	25	75	100
	PMCT33	Radio Journalism (Record)	5	6	25	75	100
	PMCT34	Advertising and Public relations/Corporate Communication II	4	6	25	75	100
	PMCE33	Internship	5	6	25	75	100
	Total		23	30	--	--	500
IV	PMCT41	Online Journalism	5	6	25	75	100

PMCT42	Inter-cultural Communication	5	8	25	75	100
PMCD41	Dissertation/Lab Journal	5	8	25	75	100
Total				--	--	300
Grand Total		90	120	--	--	1900

M.A. MASS COMMUNICATION

SEMESTER I

PAPER I

Course Title & Code	M.A. MASS COMMUNICATION PAPER I CORE: Introduction to communication theories		
Semester	Semester-I	Credits:4	Hours/weeks: 5
Cognitive Level	K2 - Understanding K3 – Applying K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • Be familiar with the basic theories in the various areas of study within the communication discipline (intra-, interpersonal, organizational, media, gender, and intercultural communication). • Understand how theory is used in the analysis of issues in communication studies • Explore the interdisciplinary nature of the field of communication studies • Applying knowledge of communication theories to “real world” issues. 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	Introduce students to the basics of journalism.	
	CO2:	Inculcate the knowledge of elements of journalism	
	CO3:	Acquaint them with important aspects of the process of Journalism	
	CO4:	Develop the knowledge of skills of journalism	
	CO5:	Enhance understanding of the technical terms and jargons of Journalism	
Unit I	Definition, nature and scope of communication, functions of communication, verbal and nonverbal communication, intra-personal, inter- personal, small group, public and mass communication. Communication Basic Models: Harold. D. Lasswell, Braddock, Shannon and Weaver, Osgood and Wilbur Schramm, Wilbur Schramm and Helical Dance Model.		
Unit II	Cultural Dimensions – Mass Media as Cultural Industry – Cultural Norms Theory – Effects Theory – Normative Theory – Narcotic – Hegemonic Theory.		
Unit III	Human Communication – Characteristics, Contents, Language, Meanings, Talent, Manifest, Contextual Structural Meanings. Media systems and theories: authoritarian, libertarian, socialistic, social responsibility, development, participatory. Mass media: public opinion and democracy.		

Unit IV	Political Dimension – Ownership and Control – Monopoly Formation of Public opinion – Propaganda – Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence. Media Manipulation – Four Theories of Press – Political Communication – Political Socialization – Communication Politics. Western and Eastern Perspectives – Differences – Western Theories in the Indian Context – Asian and Indian Models
Unit V	Processes, theories and models of media effects – two step and multi-step flow of communication; collective reaction effects; diffusion of innovation; social learning theory; cultivation; framing. Political communication effects – Internet effects.
References	<ol style="list-style-type: none"> 1. Little John. S. W., Theories of Human Communication, Longman, London. 2. Marshal McLuhan, Understanding Media. 3. Reed H. Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975. 4. Warren K. Agee, Introduction to Mass Communication, New York, 1960. 5. Wilbur Schramm, The Process and Effects of Mass Communication 6. Mass Communication in India: J. V. Vilanilam, Sage Publications, 2005. 7. Mass Communication Theory: Stanley J. Baran & Dennis K. Davis, Wadsworth, 2008. 8. Mastering Public Speaking – Exercise Your Body Parts & Build Your Speaking Skills: Dorothy Lynn & Jessica Selasky, Jaico, 2008. 9. McQuail’s Mass Communication Theory: Denis McQuail, vistaar, 2005. 10. Media Communication An Introduction to Theory and Process: James Watson, Palgrave Macmillan, 2004. 11. Essentials of Human Communication (8th edition)-Joseph DeVito

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PS O4	PSO5
CO1	S	S	S	S	S	S	S	S	S	S	S	S
CO2	S	S	M	M	M	M	S	S	S	S	S	S
CO3	S	S	M	S	M	M	S	M	S	S	S	S
CO4	S	S	S	S	M	M	M	S	S	S	S	S
CO5	S	S	M	M	M	M	M	M	S	M	S	M

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark

PAPER II

Course Title & Code	M.A. MASS COMMUNICATION PAPER IICORE: Development Communication		
Semester	Semester-I	Credits:5	Hours/weeks: 5
Cognitive Level	K2 - Understanding K3 – Applying K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> To enable the learner to gain knowledge on the origin and evolution of development communication To orient students to various dimensions of development and communication for social change. To give students an understanding of key issues in sustainable development as a basis for engaging in effective development communication The curriculum provides strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and programme management. 		
Course Outcome	Upon completion of this course, the students will be		
	O1: O2: O3: O4: O5:	Impart basic concepts meaning and models of development Make students aware about problems and issues of the development. Inculcate knowledge of development communication and relations with media and society. Know the functioning of media in development coverage. Understanding the rural India and its problems.	
Unit I	Evolution of the theory and practice of development communication – Critical perspectives – characteristics of developing societies, development dichotomies, gap between developed and developing societies – Dominant discourse of development – Communication strategies for empowerment – Development of behavior, perception, learning, motivation and attitude. Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behavior, Regional culture and ethnic identity.		
Unit II	Right to Information, Human Rights – Social stratification: development implications in rural urban context – Pluralism and its implications – Conflict and Consensus in Indian Society.		
Unit III	Changing structure of Indian economy: Role and performance of agriculture – Organized and unorganized sectors – Poverty and Unemployment problems – Liberalization and Globalization – Consumer movements and Environmental movements – Role of government – Foreign investments and Role of multinational corporations – International organizations for development such as World Bank, UNDP, IMF.		
Unit IV	Issues in development and development support communication: Population, Health, Agriculture, Education, Communication/media, Industrial, Economic, Science and technology, Environment, National integration, Communalism, Religion and politics, Class and Caste conflict, Gender equality, Minimum needs, Child labour.		

Unit V	Gandhian Approach to development. Impact of new communication technology: Quality of life, Access to information, Privacy, Interactive communication, Rich–poor divide, Digital divide, New World Information and Communication order – Government initiatives, policies and schemes. (Dairy development, rural toilet scheme, cleaning of rivers and pollution, MNREGA, etc.)
References	<ol style="list-style-type: none"> 1. Gupta V.S., Communication and Development, Concept Publication, NewDelhi. 2. Joshi Uma, Understanding Development Communication, Dominant Publishers, NewDelhi 3. Ganesh S., lectures in Mass Communication, India Publishers,1995, 4. Srinivas R., Melkote & H. Leslie Steeves: Communication For Development In The Third World, SagePublications.. 5. D. V. R. Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi,2007 6. Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999. 7. Daya Thussu: Media on the move: Global flow and contra flow: Routledge, London, 2006. 8. Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New Delhi, 2007. 9. Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007 10. Keval J. Kumar, Mass communication in India, Jaico Publishing house.

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	S	M	S	S	M	M	M	M
CO2	S	S	M	S	S	S	S	S	M	M	M	M
CO3	M	S	S	S	M	S	S	M	S	S	S	S
CO4	M	S	S	L	M	S	S	M	S	S	S	S
CO5	S	M	M	M	S	S	S	M	S	M	M	M

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark

PAPER III

Course Title & Code	M.A. MASS COMMUNICATION		
Semester	PAPER I CORE: PMCT13 Principles of Journalism		
Semester	Semester-I	Credits:5	Hours/weeks: 6
Cognitive Level	K1- Remembering K2 - Understanding K3 – Applying K4 – Analyzing		
Learning Objective	<ul style="list-style-type: none"> • To enable the learner with an understanding of the principles and practice of journalism • To orient students on how to recognize good stories, gather facts through skillful interviewing and research, develop sources, craft welcoming leads and satisfying endings, and create news and feature articles that inform and engage readers. • To give students an understanding on journalism and public relations and how to structure narratives to fashion different types of articles. • The curriculum provides strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and programme management. 		
Course Outcome	Upon completion of this course, the students will be		
Course Outcome	CO1: CO2: CO3: CO4: CO5:	To introduce students to The basics of journalism. To inculcate the knowledge of elements of journalism. To acquaint them with important aspects of the process of Journalism. To develop the knowledge of skills of journalism To enhance understanding of the technical terms and jargons of Journalism	
Unit I	Introduce the fundamental values and principles of journalism, such as truth M telling, watchdog reporting, accuracy, courage, tolerance, minimizing harm, and justice. Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet, Language and principles of writing: Basic differences between the print, electronic and online journalism, Changing practices – speed, circulation and viral networking		
Unit II	Fairness and balance – Moral judgments – News sources – accurate attribution and confidentiality of anonymous sources – Accuracy as the foundation upon which everything else is built – Context, interpretation, comment, criticism, analysis and debate.		
Unit III	Independence of spirit and mind, rather than neutrality – Avoiding any tendency to stray into arrogance, elitism, isolation or nihilism – Allegiance to citizens and the larger public interest above any other to provide the news without fear or favour.		
Unit IV	Keeping news comprehensive and in proportion, and not inflating events for sensation, neglecting others, stereotyping or being disproportionately negative – As framers of public discussion, not to neglect the points of common ground where problem solving occurs		

Unit V	Principles of critical thinking and decision making – Integrity and accountability – Exercising a personal sense of ethics and responsibility – ‘Journalism: storytelling with a purpose’ – Continually asking what information has most value to citizens and in what form – Avoiding trivia and false significance that engenders a trivial society
References	<ol style="list-style-type: none"> 1. An Introduction to Journalism: Carole Fleming et al., Vistaar, 2006. 2. Journalism Principles & Practice: Tony Harcup, Vistaar, 2006. 3. Key Concepts in Journalism Studies: Bob Franklin et al., Vistaar, 2006. 4. The Journalists Handbook: M. V. Kamath, Vikas, 2007. 5. The Professional Journalist: John Hohenberg, Blackwell, reprinted in India by Surjeet, 2007. 6. Understanding Journalism: Lynette Sheridan Burns, Vistaar, 2004.

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	P	PSO5
CO1	S	S	S	M	M	M	S	S	L	S	S	S
CO2	S	S	S	S	S	M	S	M	S	M	S	S
CO3	S	S	M	M	S	S	S	S	S	S	L	S
CO4	S	S	S	S	M	S	S	S	L	S	S	S
CO5	S	S	L	S	M	S	S	S	S	S	S	S

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

PAPER IV

Course Title & Code	M.A. MASS COMMUNICATION PAPER IV PMCT14 Television Production		
Semester	Semester-I	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To prepare students in the production aspects of Television & New Media, as required by the present media environment all across globe. • To develop creative temperament and mindset needed in the content production segment of media industry. • Develop research and evaluate ideas, concepts and processes for television productions, through creative, critical and reflective thinking and practice. • Demonstrate the knowledge and skills to Transform ideas into proposals for television production, Employ concepts, techniques, and television formats, forms and styles in the creation of television programs in a changing industry context, Devise, plan and manage television production, Lead and contribute to collaborative teams and Integrate cultural and gender diversity in the creation of and representation in, film and television. 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	Understand Television journalism while practicing in the studios how to handle and use various television gadgets.	
	CO2:	Students will understand new trends in television journalism.	
	CO3:	To introduce student's techniques and skills for presentation, anchoring for television programme production.	
	CO4:	Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.	
	CO5:	Students will acquire skills and learn to use different software for editing television Programme	
Unit I	Visual communication – communicating with still pictures and video – shooting with TV camera – camera mounting. Basic shots and camera movement. Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries.		
Unit II	Stages of Production, Studio lighting – Video editing techniques – planning location shoots – story board – single camera shooting – multi camera shooting – studio production – role of functionaries – planning studio programmes – Recording techniques, principles, uses and misuses – Types of microphones, principles and usage.		
Unit III	Learning to use various editing software such as Adobe Premier Pro, Avid, Final Cut Pro, etc.		

Unit IV	Field Reporting – shooting usable video footage – conducting the onM camera interview – Writing for TV – Visualization – Anatomy of News Cast & News Gathering – Various Programmes – General and Special Audience Programmes – Various formats of TV Programmes – ETV – News, Soaps, Epics, Sports, Talk Shows etc.,
Unit V	Produce a Video Documentary or News Bulletin. Minimum Duration 5 mins.
References	<ol style="list-style-type: none"> 1. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News, Heinemann, London, 1988. 2. Introduction to TV Journalism: S. Kaushik, Macmillan, 2000. 3. Practical DV Film Making: Russel Evans, Focal Press, 007. 4. Fletcher James, Handbook of Radio and TV Broadcasting, Van, Nestrand ReinholdCo.,1981 5. Sound Techniques for Video and TV: E. G. M. Alkin, Focal Press, 1989. 6. Techniques of TV Production: Gerald Millerson, Focal Press, 1990. 7. Television Production: Gerald Millerson, Focal Press, 1999. 8. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PS O2	PS O3	PSO 4	PSO5
CO1	S	M	M	S	M	S	S	S	S	M	M	S
CO2	S	M	M	S	M	S	S	S	S	M	M	S
CO3	S	M	M	S	M	S	S	S	S	M	M	S
CO4	S	M	M	S	M	S	S	S	S	M	M	S
CO5	S	M	M	S	M	S	S	S	S	M	M	S

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark

SECOND SEMESTER PAPER I

Course Title & Code	M.A. MASS COMMUNICATION PMCT21 Advertising and Public Relations I		
Semester	Semester-II	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • This course trains students to understand and respond to the needs of the advertising world. Along with lectures and class discussions, critical observation of advertisements in various media including print, radio, television, outdoors, and online, is highly recommended. • The students express their creativity and advertising sense through a range of practical exercises in creative conceptualization, copywriting and artwork. • To understand the basic process of public relations — research, planning, communication, the role and functions of public relations in an industrialized society. • To apply the process of planning for public relations or advertising to an actual organization 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	Impart basic concepts of advertising and its development.	
	CO2:	Aware importance of advertising in media.	
	CO3:	Encourage graduates for self-employability.	
	CO4:	Inculcate knowledge of economy of media.	
	CO5:	Knowledge of the functioning of advertising agencies	
Unit I	Advertising – Working definitions. Functions of Advertising – Various types of Advertising – It's social and economic role – Growth and development of Advertising in India Advertisers – Advertising agencies – Structure and functions – Indoors and Outdoors – Characteristics of each medium		
Unit II	Copy writing – Creativity – Various appeals – Brand positioning – USP Copy formats – Style – Production Advertising campaign planning – market analysis – Promotional mix – Advertising budgeting – measuring Advertising effectiveness – Code of ethics – Advertising councils Professional Associations.		
Unit III	Public Relations – definition and concept. Nature and scope of Public Relations, Evaluation and growth of PR, PR in India, PR in marketing, advertising, publicity, propaganda, PR as a management function.		
Unit IV	Principles of PR, Types of publics – internal and external, laws and ethics in PRM PRSI and IPRA codes, PR in public and private sector, PR in central and state government sector, Functions and responsibilities of a PRO.		
Unit V	PR tools Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops. PR campaigns – Planning, execution and evaluation, PR in crisis, Crisis management, PR in disaster Emerging trends in PR, PR agencies in India		

References	<ol style="list-style-type: none"> 1. S.A. Chunawalla and F.C. Scthia, Foundations of the Theory and Practice of Advertising, Himalaya Publishers, Bombay, 1986. 2. Dyer Gillian, Advertising as Communication, Mathuen, Newyork, 1982. 3. Dunn S. Watson, Advertising, Hold Sandaras International Editing. 4. Keval J. Kumar, Advertising: A critical Approach, NiraaliPrakasam, Pune, 1992. 5. Kleppner Otto, Advertising Procedure, Simon Schuster Inc., Anglewood, 1986. 6. Rathor B.S., Advertising Management, Himalaya Publishers, Bombay, 1986. 7. Willshurst John, The Fundamentals of Advertising, Heinemann, London, 1986 8. Public Relations – Seema Sharma 9. Handbook of journalism and mass communication – Vir Bala Aggarwal & V.S. Gupta 10. Handbook of Public Relation M R. K. Ravindram 11. Public Relations by D.S.Mehta 12. Public Relations by Jaishree Jethway
-------------------	---

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	M	S	M	S	S	S	S	S
CO2	M	S	S	M	M	S	S	S	S	S	S	S
CO3	M	S	S	M	M	M	S	M	S	M	S	S
CO4	M	S	S	M	S	S	S	M	M	M	S	L
CO5	M	S	L	L	M	M	L	M	M	M	L	L

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

PAPER II

Course Title & Code	M.A. MASS COMMUNICATION PMCT22 Communication Research		
Semester	Semester-II	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To develop understanding of the relationships between variables and how these relationships are illustrated and represented by statistical applications. • To explore the fundamental research methodologies • To understand the importance of research ethics and integrate research ethics into the research process. • Construct an effective research proposal that will serve as the launching point for the study you conduct next semester. 		
Course Outcome	<p>Upon completion of this course, the students will be</p> <p>CO1: To impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication research, media research and social research.</p> <p>CO2: To understand the need, role, importance functions and ethics of research.</p> <p>CO3: To know the elements of research. .</p> <p>CO4: To learn the types of research.</p> <p>CO5: To impart the knowledge of basics of statistics and media metrics</p>		
Unit I	Definition – elements of research – scientific approach – research and communication theories role – function – scope and importance of communication research – basic and applied research.		
Unit II	Research design components – experimental, quasi experimental, bench mark, longitudinal studies – simulation – panel studies – correlational designs. Methods of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis.		
Unit III	Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and Distributions in the findings.		
Unit IV	Quantitative research—Media research evaluation, feedback – feed forward – media habits – public opinion surveys – preelection studies and exitpolls. Report writing – data analysis techniques – coding and tabulation – nonM statistical methods – descriptive – historical – statistical analysis – parametric and nonparametric – univariate – bivariate – multivariate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.		
Unit V	Qualitative research – Sampling and data collection methods – Content analysis – Case studies – Cultural text and its meanings – Textual and visual analysis – Participant observation – InMdepth interviewing – Focus groups – Grounded		

	research theory – EthnographyM cyber ethnography, auto ethnography – Feminist communication research – Audience research – Qualitative internet research. Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass mediaResearch.
References	<ol style="list-style-type: none"> 1. A Guide to Conducting Online Research: Ted J. Gaiser & Anthony E. Schreiner, Sage,2009. 2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005. 3. Doing Qualitative Research. A Comprehensive Guide: David Silverman & Amir Marvasti, Sage,2008. 4. Doing Your Masters Dissertation: Chris Hart, Vistaar,2009. 5. Mass Media Research Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth,2008. 6. Research Methodology A StepMbyMStep Guide for Beginners: Ranjit Kumar, Pearson,2008. 7. Research Methods in the Social Sciences: eds Bridget Somekh & Cathy Lewin, Sage,2005. 8. Social Research Methods: Alan Bryman, Oxford University Press,2004. 9. Statistical Methods for Practice & Research A Guide to Data Analysis Using SPSS: Ajai S. Gaur & Sanjaya S. Gaur, Response Books,2009. 10. Visual Research Methods Image, Society & Representation: Gregory C. Stanczak, Sage,2007. 11. Writing Your Thesis: Paul Oliver, Sage,2009.

Outcome Mapping

CO/ PO	PO1	PO 2	PO3	PO4	PO5	PO 6	PO7	PSO1	PSO 2	PSO3	PSO4	PSO5
CO1	M	M	M	M	M	S	S	M	M	M	M	M
CO2	S	M	S	M	S	S	M	M	M	S	M	M
CO3	M	M	S	M	M	M	M	M M	M	M	M	S
CO4	M M	M	M	S	M	S	S	M	M	M	M	S
CO5	S	S	S	M	M	M	M	M	S	S	S	M

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark

PAPER III

Course Title & Code	M.A. MASS COMMUNICATION PMCT23 Media Laws and Ethics		
Semester	Semester-II	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To develop understanding of the relationships between variables and how these relationships are illustrated and represented by statistical applications. • To explore the fundamental research methodologies • To understand the importance of research ethics and integrate research ethics into the research process. • Construct an effective research proposal that will serve as the launching point for the study you conduct next semester. 		
Course Outcome	<p>Upon completion of this course, the students will be</p> <p>CO1: To provide understanding of knowledge of the Indian constitution. CO2: To familiarize students with the fundamental rights and duties. CO3: Students will know Press laws and understand the importance of media related laws. CO4: Students will know the Codes of ethics of newspapers, television and Press Council of India. CO5: To understand the correlation between Indian constitution, democracy and media</p>		
Unit I	Basic principles of the Preamble, Fundamental rights – freedom of speech and expression and their limits – Directives Principles of State Policy, provisions of declaring emergency and their effects on media. theory of basic structure; union and states; and election commission and its machinery.		
Unit II	Press laws: history of press laws in India – Contempt of Courts Act 1971 Defamation – Official Secrets Act, 1923, Right to information – Press and Registration of Books Act, Copyright Act,		
Unit III	Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.		
Unit IV	Ethics: Media’s ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, colored reports; Ethical issues related with ownership of media–Press Council and Press Commissions, codes for radio, television, advertising and public relations.		
Unit V	Analyze the current trends of Media and the ethical violations. Submit a report (not exceeding 2000 words), Case Studies.		
References	<ol style="list-style-type: none"> 1. Singh, P.P. et al., (1998). Media, Ethics and Laws, Anmol. 2. Prabhakar, M. et al., (1999). A Compendium of Codes of Conduct for 		

	<p>Media Professional, University BookHouse.</p> <p>3. Fackler, Mark et al., (1995). Media Ethics MCases and Moral Reasoning, Longman</p> <p>4. Chatterjee P.C., Broadcasting in India, Sage Publication, New Delhi, 1988.</p> <p>5. Christians K. Rozeth, Media Ethics, Cases and Moral Reasoning, Longmans, NewYork/ London,1987.</p> <p>6. Clement J. Jones, Mass Media, Code of Ethics andCouncils.</p> <p>7. M. Neelamalar, Media Law And Ethics, PHI Learning Pvt. Ltd.,2009</p>
--	--

Outcome mapping

CO/ PO	PO1	PO 2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO2	PS O3	PSO4	PSO5
CO1	M	M	M	M	S	S	S	M	M	M	S	M
CO2	S	M	M	M	S	S	S	M	S	M	S	M
CO3	S	S	M	M	M	M	S	M	S	M	S	M
CO4	M	S	M	S	S	S	S	M	S	M	S	M
CO5	S	M	S	M	M	M	S	M	M	S	S	M

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

PAPER IV

Course Title & Code	M.A. MASS COMMUNICATION PMCT24 Script Writing		
Semester	Semester-II	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • Understand the motivations for getting into screenwriting, and the realistic chances of success. • Mastering plot with time tested methods. How to utilize characters and reveal character in your scripts. • A look at writing comedy, 'high concept' writing, writing action stories, discussion of dialogue and making character speech work well. <ul style="list-style-type: none"> • Students will read scripts, watch films, and discuss the work of Various directors and scriptwriters. 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	Impart basic concepts of advertising and its development.	
	CO2:	Aware importance of advertising in media.	
	CO3:	Encourage graduates for self-employability.	
	CO4:	Inculcate knowledge of economy of media.	
	CO5:	Knowledge of the functioning of advertising agencies	
Unit I	The Elements of Scriptwriting: Action, Character, Setting, Theme, Structure. Mastering Plot, Story, and Basic Three Act Structure.		
Unit II	Characters and Character Development. Characterization: How to create 3 dimensional characters. How to establish characters onscreen. The Protagonist and the Antagonist. The 3Mact structure. SetMUp, Confrontation, Climax, Resolution. Plot, SubMplot, weaving them together. The structure of commercial Indian films.		
Unit III	Screen grammar and Elements of Film making. ShotM SceneM various elements of shotMtaking: Image Size, Camera Angles, Movements, Lenses, Lighting, Camera Speed, Stocks, Graphics, Color. The Rule of Thirds & the Golden Points. Depth of Field and Selective Focus.		
Unit IV	Script Breakdown. Planning Shooting Order. Creating Requisition Lists. Floor Planning & StoryMBoarding.		
Unit V	Analyse the key characters in the following movies and write a report.		
References	<ol style="list-style-type: none"> 1. Alternative Script Writing Successfully Breaking the Rules: Ken Dancyger& Jeff Rush, Focal Press,2002. 2. Writing and Producing for Television and Film: Esta De Fossart& John River, Sage2006. 		

Outcome mapping

CO/ PO	PO1	PO 2	PO3	PO4	PO 5	PO6	PO7	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	S	S	S	M	S	S	S	S	S	S	S
CO2	M	S	S	M	M	S	S	S	S	S	S	S
CO3	M	S	S	M	M	M	S	M	S	M	S	S
CO4	M	S	S	M	S	S	S	M	S	M	S	S
CO5	S	M	S	M	M	S	M	M	M	M	S	M

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark

THIRD SEMESTER PAPER I

Course Title & Code	M.A. MASS COMMUNICATION PMCT31 Print Media(Reporting &Editing)		
Semester	Semester-III	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • This course introduces students to writing for the different forms of print media. These forms include news, feature stories and editing on computers. • Assignments will introduce the fundamentals of reporting and news gathering. • In the fundamentals of reporting and editing, students are expected to notice the difference between news agency, periodical and magazine reporting. It is also objective of the paper to introduce them Interviewing techniques and tips for conducting the interview. • The students will also have to bring out practice journals, mini/lab newspapers and magazines and do page make up and lay out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing. 		
Course Outcome	Upon completion of this course, the students will be		
	CO1: CO2: CO3: CO4: CO5:	To understand the basics of reporting To familiarize the students with different types of reporting. To create understanding of specialized reporting. To develop the general understanding of art culture and sports reporting. To inculcate the knowledge of crime reporting.	
Unit I	Principles of reporting, functions and responsibilities, writing news – lead – types of leads; body – techniques of rewriting – news agency copy.		
Unit II	Reporting techniques – qualities of a 'reporter – news – elements, sources – types – pitfalls and problems in reporting – attribution – off – the – record – embargo – pool reporting; follow –up.		
Unit III	Crime, courts, health, civil administration, civic, culture, politics, education beats.		
Unit IV	Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy Mediting preparation of copy for press – style sheet – editing symbols, proof reading symbols and their significance.		
Unit V	Functions and qualifications of a subeditor and chief sub editor, copy selection and copy testing. Editing : Meaning, purposes, symbols, tools, lead, body, paragraphing, proof reading, meaning, symbols, purposes. Proofreading marks and their importance in editing newspaper		

References	<ol style="list-style-type: none"> 1. Reporting Methods S. Kundra (Anmol Publications Pvt. Ltd) 2. Outline of Editing M.K. Joseph 3. Editing Techniques S. Kundra 4. News Reporting and Editing (Jan.R. Hakemulder, Fay AC de Jonge, P.P. Singh) 5. An Introduction to Journalism: Carole Fleming, et al., Vistaar, 2006. 6. Editing Today: Ron F. Smith & Loraine M. O'Connell, Blackwell, reprinted in India by Surjeet, 2004. 7. Handbook of English Usage: E. R. Ram Kumar, Jaico, 2004. 8. Headline Writing: Sunil Saxena, Sage, 2006. 9. Journalism Principles and Practice: Tony Harcup, Vistaar, 2006. 10. Key Concepts in Journalism Studies: Bob Franklin, et al., Vistaar, 2006. 11. Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007. 12. Newspaper Layout and Design A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004. 13. News Reporting and Writing: Alfred Lawrence Lorenz & John Vivian, Pearson Education, 2006. 14. The Journalist's Handbook: M. V. Kamath, Vikas, 2007. 15. The Newswriter's Handbook An Introduction to Journalism: M.L. Stein & Susan F. Paterno, Blackwell, reprinted in India by Surjeet, 2005. 16. The Professional Journalist: John Hohenberg, Blackwell, reprinted in India by Surjeet, 2007. 17. Understanding Journalism: Lynette Sheridan Burns, Vistaar, 2004.
-------------------	--

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	M	S	M	S	M	S	S
CO2	S	S	S	M	M	M	S	M	S	M	S	S
CO3	S	S	S	M	M	M	S	M	S	M	S	S
CO4	S	S	S	S	M	M	M	S	M	S	M	S
CO5	S	S	S	S	M	M	M	S	M	S	M	S

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

PAPER II

Course Title & Code	M.A. MASS COMMUNICATION PMCT32 Media Management		
Semester	Semester-III	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To gain a basic understanding of different electronic media industries and their management challenges • To gain insight into ethical decision making and into the human relations aspects of managing people • To provide a basic understanding of how programs and other content are selected and used in media • To understand how leading with commitment and dedication will result not only in financial success, but in fulfilling the ultimate promise of the media as a public trust in service to the community. 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	To provide an understanding of the media landscape.	
	CO2:	To gain proficiency in specific uses of various types of media platforms	
	CO3:	To provide understanding of etiquette of various media	
	CO4:	To understand how to create own presence on media professionally	
	CO5:	To understand basic strategies of brand Management on media	
Unit I	Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies)and franchisees (chains).		
Unit II	Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control and coordination.		
Unit III	Hierarchy, functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect);advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons.		
Unit IV	Understanding worldwide customer bases – Developing a niche sphere – Planning for international campaigns – Business process outsourcing and the challenges – Issues in intellectual property rights – Ethical issues in entertainment and content regulation – Broadcasting regulations licensing and content, foreign equity in Indian media issues and challenges – Piracy and legal disputes and overview.		
Unit V	Planning and execution of programmer production – production terms, control practices and procedures. Administration and programmer management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing		

	strategies – brand promotion (space/time, circulation) reach – promotion – market survey techniques – human research development for media. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.
References	<ol style="list-style-type: none"> 1. Balancing on the Wire The Art of Managing Media Organizations: James Redmond & Robert Trager, Atomic Dog,2004. 2. Breach of Faith A Crisis of Coverage in the Age of Corporate Newspapering: ed Gene Roberts, University of Arkansas Press,2002. 3. Into the Buzzsaw Leading Journalists Expose the Myth of a Free Press: ed Kristine Borjesson, Prometheus Books,2002. 4. Leaving Readers Behind The Age of Corporate Newspapering: ed Gene Roberts, University of Arkansas Press,2001. 5. Management of Electronic Media: Alan B. Albarran, Wadsworth,2002. 6. Taking Stock Journalism and the Publicly Traded Newspaper: Gilbert Cranberg et al., Iowa State Press,2001. 7. The New Media Monopoly: Ben H. Bagdikian, Beacon,2004. 8. The Problem of the Media: Robert W. McChesney, Monthly Review Press,2004.

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO1	S	M	M	M	S	M	S	M	M	M	M	S
CO2	S	S	M	M	M	S	M	S	M	M	M	M
CO3	S	S	S	M	M	M	S	M	S	M	M	M
CO4	M	S	S	S	M	M	M	S	M	S	M	M
CO5	S	M	S	S	S	M	M	M	S	M	S	M

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

PAPER III

Course Title & Code	M.A. MASS COMMUNICATION PMCT33 Radio Journalism		
Semester	Semester-III	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To develop basic working skills and working knowledge of radio programming terminology as well as accepted theories of effective radio programming for both commercial and noncommercial audiences and a variety of radio formats. • To gain knowledge of how to conduct effective radio interviews. • To produce effective news and commercial copy. • To train each student’s announcing skills so they are best able to utilize their vocal qualities to produce programming that is entertaining and informative. 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers.	
	CO2:	Engage students in new trends in radio journalism	
	CO3:	To introduce students to the presentation, interviewing skills for new online radio.	
	CO4:	Visit radio commercial radio studios	
	CO5:	To acquaint students with the real world of radio production and transmission	
Unit I	Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).		
Unit II	Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voicecast, phonos, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; etc.		
Unit III	Writing for radio: characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc., writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads; function of headlines in a news bulletin, writing headlines, Compiling a bulletin: types of bulletins: local to international, editing news for different bulletins; using voice dispatches and other elements in a bulletin; sequencing, updating etc., news updates, news reports, newsreel etc.		
Unit IV	Radio interview: types: interview for news gathering, voxMpop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.		
Unit V	Scripting & producing radio programmes – Writing for sound – Duration – Quotation marks – Scriptwriting, editing scripts & producing talks, discussions,		

	interviews, dramas – Music production – OB programme productions – Running commentaries sports and nonsports – Documentary / Feature – Radio magazine – Phone In Programmes – Special audience programmes – Live programmes – Radio in formal and non formal education – Radio in development – Documentation – Errors and emergencies – Feedback – Listeners’ letters.
References	<ol style="list-style-type: none"> 1. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. 2. Ciignel, Hugh. Key Concepts in Radio studies. Sage. 3. Hyde, Stuart. Television and Radio Announcing. Kanishka. 4. Masani, Mehra. Broadcasting and the People. National Book Trust. 5. Awasthi, G. C. Broadcasting in India. Allied Publications. 6. Listening to various news bulletins and other news based programmes of All India Radio and other radio channels. 7. M. Neelamalar, Radio Programme Production, PHI,2018

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PSO 1	PS O2	PSO3	PS O4	P S O 5
CO1	S	S	S	S	M	M	M	S	S	S	S	
CO2	S	S	S	S	M	M	M	S	S	M	S	
CO3	S	S	M	M	M	M	S	M	S	M	S	
CO4	S	S	M	S	M	S	S	M	S	M	S	
CO5	S	S	M	S	M	S	S	S	S	M	S	

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark

PAPER IV

Course Title & Code	M.A. MASS COMMUNICATION PMCT34 Advertising and Public Relations II		
Semester	Semester-III	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To train students to understand and respond to the needs of the advertising world. • To help students to express their creativity and advertising sense through a range of practical exercises in creative conceptualization, copywriting and artwork. • To understand consumer behavior and the process of branding • To translate theory into practice by analyzing a number of pragmatic examples and case studies of real world advertising experiences 		
Course Outcome	<p>Upon completion of this course, the students will be</p> <p>CO1: Knowledge of the functioning of advertising agencies, Impart basic concepts of advertising and its development.</p> <p>CO2: To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity ,propaganda and publicity.</p> <p>CO3: To understand the basic tools of public relations.</p> <p>CO4: To impart the fundamentals of public relations writings.</p> <p>CO5: To learn the ethics and laws of public relations</p>		
Unit I	Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, subMculture, social class, social group, family, internal statesMperception, learning, motivation, personality, lifestyle and attitudes, etc.).		
Unit II	Consumer in economic theories, models of consumer behaviour Brand management: definition, concepts and evolution of brand management – component of a brand: strategy and structure – brand equity, image and personality – corporate brand.		
Unit III	Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy – debriefing of campaigns. Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.		
Unit IV	Media characteristics defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information onMline.		
Unit V	Advertising research: scope and objectives – research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pretest research, posttest research, audience research, methods of analyzing research (psychographic/life style research, psycho-physiological research)		

References	<ol style="list-style-type: none"> 1. Otto Kleppner, Fundamentals of Advertising, Prentice Hall, New Jersey, 1980. 2. David Ogilvy. Ogilvy on advertising. The Practice of Advertising, 3rd Edn. Norman Hart, Heinemann Pub.London.1990. 3. Marieke de Mooij, Global Marketing and advertising: Understanding Cultural paradoxes. Sage, New Delhi,1998. 4. Marieke de Mooij, Advertising worldwide" (2nd Edn). Prentice Hall, UK. 1994. 5. Andrew Wernick, Promotional Culture: Advertising, Ideology, Symbolic Expression. Sage, London,1994. 6. Sen Gupta, Brand positioning. Tata Mc Graw Hill. New Delhi.1990 7. M. Mohan, Advertising Management concepts and cases. Tata Mc Graw Hill,1989. 8. Haskins & Kendrick, Successful advertising research methods. NTC Business Books,1991 9. Fletcher & Bowers, Fundamentals of advertising research. Grid Pub. 1979.
-------------------	--

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PS O2	PS O3	PS O4	PS O5
CO1	S	S	M	M	M	M	MS		M	M	S	S
CO2	M	S	M	M	S	S	S	M	S	M	S	S
CO3	M	S	S	S	MS	S	S	S	S	M	S	M
CO4	M	S	S	S	M	MS	S	S	S	M		S
CO5	M	M	M	MS	S	S		M	MS	S		M

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

FOURTH SEMESTER PAPER I

Course Title & Code	M.A. MASS COMMUNICATION		
Semester	Semester-IV	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To gather skills to work effectively with online media. • To understand the effect of technology online Journalism. • To learn writing styles and to evaluate Web material • To conduct media research online and to be aware of the latest trends and issues regarding online journalism 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	To provide an understanding of the social media landscape.	
	CO2:	To gain proficiency in specific uses of various types of social media platforms	
	CO3:	To provide understanding of etiquette of various social media	
	CO4:	To understand how to create own presence on social media professionally.	
	CO5:	To understand basic strategies of brand Management on social media	
Unit I	Spread of Internet: What is internet?, Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and MultiMmedia: Print, radio, TV, internet and mobile		
Unit II	What is online journalism? : Earlier websites of newspapers, E-books and EM publishing Basic knowledge of HTML and use of a content management system; Hypertextuality, Multimediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today. Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today		
Unit III	Digital storytelling: Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media Feature writing for online media: Story idea, development and news updates Podcast and Webcast		
Unit IV	Open source journalism: Responding to the audience, Annotative reporting Citizen Journalists Problem of verification, accuracy and fairness Use of blogs, tweets, etc. for story generation and development Protecting copyright Exploring Cyberspace:		
References	<ol style="list-style-type: none"> 1. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi,2002 2. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi,2004 3. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi,2004 		

- | | |
|--|---|
| | 4. Menon, Narayana. The Communication Revolution. National BookTrust. |
| | 5. Pavlik J.V. Media in the Digital Age. Columbia University Press |
| | 6. Newspaper and magazine articles about NewMedia. |

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	S	S	S	S	S	M	M	S
CO2	S	S	S	S	M	M	M	S	S	M	S	S
CO3	S	S	S	M	M	S	S	S	S	M	M	S
CO4	S	S	S	S	S	S	S	S	S	S	M	S
CO5	S	M	S	S	M	S	S	S	S	S	S	S

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

PAPER II

Course Title & Code	M.A. MASS COMMUNICATION		
	PMCT42		Inter cultural- Communication
Semester	Semester-IV	Credits:5	Hours/weeks: 6
Cognitive Level	K2 - Understanding K3 – Applying K4 – Analyzing K5 – Creating & Evaluating.		
Learning Objective	<ul style="list-style-type: none"> • To increase understanding of fundamental theories and concepts and cross cultural interactions. • For Recognition of types of cultural behaviors, values, and perspectives and appropriate methods of recognizing and dealing with them constructively. • To build up Cross-cultural skills and recognition through experiential learning environment. • To gain knowledge in building sensitivity towards respecting cultural diversity. 		
Course Outcome	Upon completion of this course, the students will be		
	CO1:	To impart basic knowledge of environmental studies.	
	CO2:	To develop an attitude of concern for the environment.	
	CO3:	To acquire skills to help people identifying and creating solutions for the environment related problems. .	
	CO4:	To understand the significance of sustainable development.	
	CO5:	To provide understanding how media professionals can contribute in creating awareness about environmental issues	
Unit I	Culture – definition – process – culture as a social institution – value systems – primary secondary – eastern and western perspectives.		
Unit II	Intercultural communication – definition – process – philosophical and functional dimensions cultural symbols in verbal and nonverbal communication.		
Unit III	<p>Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts. Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha –Vishishtadwaitha – Chinese (Dao Tsu and Confucius – Shinto Buddhism) and also Sufism.</p> <p>Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara– Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter Mcultural communication.</p>		

Unit IV	Modern mass media as vehicles of intercultural communication – barriers in intercultural communication – religious, political and economic pressures; intercultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institution; mass culture typologies – criticism and justification.
Unit V	Culture, communication and folk media – character, content and functions – dance and music as instruments of intercultural communication; UNESCO’s efforts in the promotion of intercultural communication – other organizations – code of ethics.
References	<ol style="list-style-type: none"> 1. Current Issues in International Communication: L. John Maritn & Rey Eldon Hiebert, Longman,1990. 2. Global Communication Theories, Stakeholders, and Trends: Thomas L. Mcphail , WileyMBlackwell,2005. 2. Global Communication in Transition The End of Diversity?: Hamid Mowlana, Sage,1996. 4. Global Communication: ed Yahya R. Kamalipour, Wadsworth,2006. 5. Handbook of International and Intercultural Communication: eds William Gudykunst & Bella Mody, Sage,2002. 6. International Communication Concepts and Cases: Kwadwo Anokwa, Carolyn A. Lin & Michael B. Salwen, Wadsworth,2003. 7. International Communication Continuity and Change: Daya Kishan Thussu, Arnold,2006.

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3	PSO4	PSO5
CO1	S	M	M	S	M	S	S	S	S	M M	M	S
CO2	S	M	M	S	M	S	S	S	S	M	M	S
CO3	S	M	M	S	M	S	S	S	S	M	M	S
CO4	S	M	M	S	M	S	S	S	S	M	M	S
CO5	S	M	M	S	M	S	S	S	S	M	M	S

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark