UNIT 1
Role of media in the democratization process. Tracing the roots of democracy, political thought and media. Modern day threats to democracy – media ownership, corporate interference and state control mechanisms. Freedom of expression and media in transition.

UNIT 2
Comparative politics and ideology, introduction to political socialization - Sources and effects. The roles of media in democracies and authoritarian regimes, Redefinition of media, additional responsibilities for the media, Advocacy Journalism, Muckraking, Comparative socio-political perspective of media as a political actor.

UNIT 3
Media and Politics – social perspectives around the World: Political parties, electoral processes and media debates, political campaigns, media coverage and analysis. Europe, Americas, Africa, Asia, Australia and Middle East.

UNIT 4

UNIT 5
Media and Politics – social perspectives around the World: Social media tools: Online political presence. Gender representation of political actors and audiences in online political space.

REFERENCES
UNIT 1
Media laws Focus: Journalism
Constitutional provisions and guarantees in various countries.
Media ethics Focus: Philosophy of ethics
Theoretical background for ethics – deontological theories vs. teleological theories. Moral development and journalism. Moral Justification for journalism.

UNIT 2
Media Law Focus: Freedom of Expression
Media Ethics Focus: War Reporting
Censorship. Fairness and Balance. Truth and Objectivity.

UNIT 3
Media Law Focus: Rights and duties
Media Ethics Focus: Plagiarism, Whistle blowing.

UNIT 4
Media Ethics Focus: Reporting Diversity
Ethics for - investigative journalism, covering communal disputes, natural calamities, ethnic conflict and reporting gender. Sexuality, age and disability
Media Laws: A discussion on evolving laws related to LGBT

UNIT 5
Media Ethics Focus: Evolving code of ethics
Media Laws: Emerging cyber laws and broadcast regulations in India.

REFERENCES

WEB REFERENCES
1. http://presscouncil.nic.in/

| 18CMJ503 | Communication Research | 4 0 0 4 |

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Report Writing: The structure of a good research report- writing the research report, data analysis and presenting the findings. Plagiarism: Flipside, Avoiding Plagiarism, Using anti plagiarism software.

REFERENCES

**UNIT I**


**UNIT II**

Critical Approaches to Film: Authorship – Reflections on Authorship, Post-structuralism and Recent Developments. Genre – Film Genre and Narrative, Film genre, society and history, Contemporary Film Genres and Postmodernism. Stars – The Real Person, Economic capital/commodity, Role character and Performance, Image, Representation and Meaning. Meaning and Spectatorship - The evolution and rise of Film Movements - Experimental Film.

**UNIT III**

Film Narratology: The semiotics of narrative, Film as a narrative art, Contemporary models of formal structure, Plot and sub-plot analysis, Semantic and syntactic approaches, The problem of point-of-view, Focalization and filtration, Narration in film, Types of filmic narrator, character narration, Gender in voice-over narration, Unreliability, The cinematic narrator, Enunciation and cinematic narration, Cognitive approaches to narration, Recent theories of the cinematic narrator and Tense.

**UNIT IV**

UNIT V
Film Analysis and Appreciation – Choice of shots, camera movement, angle, design and expression – Technical film review and analysis – Approaches to Research in Film Studies.

REFERENCES

18CMJ505 Contemporary Issues: I 1 0 0 1


REFERENCES
1. Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times,
5. Magazines: - Outlook, India Today, Sportstar, TIME

18CMJ506 Environment and Social Issues: Global Perspectives 3 0 0 3

UNIT 1
UNIT 2
Environmental concerns facing the international community: An overview of the geographical location of countries, including trouble spots and conflict zones across the globe. Geographical concerns. Climate change and energy alternatives. Global warming and glacier issues across the boundaries.

UNIT 3
The impact of economic growth on the environment: Economic liberalization and environmental journalism.
Marine and nuclear pollution: Coastal pollution due to Industrial effluents, nuclear radiation. Development and environmental concerns: Relations with other countries. Conflict of interests between economic and environmental concerns. Profit impacts.
Discussion: Development issues in the media

UNIT 4
Asian movements: Taiwan, Japan- Forest grant movement. Malaysia: Environment policies. Analyse what groups are most affected by global environmental challenges

UNIT 5
Covering environmental issues: Reporting on risks and hazards in environment. Case studies and discussion.

REFERENCES:

<table>
<thead>
<tr>
<th>18CMJ507</th>
<th>Reporting and Editing for Print Media</th>
<th>2 064</th>
</tr>
</thead>
</table>

**UNIT 1**  
News: Accuracy, Objectivity and Fairness, Writing the lead, News story structure, Hard and Soft news.

**UNIT 2**  
Nose for news, story ideas, covering events and speeches. Converting news articles into long features. Book reviews.

**UNIT 3**  
Interview techniques – profile interviews, getting the most out of interviews – preparing for interviews.

**UNIT 4**  
Editing: Introduction to News Editing: What Editors do; Style and Mechanical Mistakes; Editing for Grammar and Editing for Style, Rewriting

**UNIT 5**  
Business reporting – budgets, stock markets, currency movements

**REFERENCES**
UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Alternatives to the western model: China, India, Vietnam, Japan, Iran, Turkey and Mexico. NGO’s. Social capital and digital capital. ICT4D. Cyber utopia. Development pluralism.

REFERENCES:

UNIT 1

UNIT 2

UNIT 3
Layout - Purpose, importance and function of layout - types of layout, rough and finished layout - composition methods - arrangements of illustration, text matter, logo (symbol), slogan, address - Available Indian paper sizes, choosing a suitable paper: characters, paper varieties, finishes - Various imposition schemes, sheet work, half sheet work, types of folding - dummy preparation
UNIT 4

UNIT 5

REFERENCES
7. Software Used: Adobe Master collection CS5 – Illustrator- to Create Vector Images, Photoshop – Colour correction and Photo editing. Indesign - Layout and page makeup

UNIT 1


Methodology, methods and tools in qualitative research: Research design, population, sampling, formulation of conceptual model. Data collection techniques- Memos, diaries, recording, transcripts. multiple sources of data. Validity, reliability, rigour and credibility in qualitative research.

UNIT 2

UNIT 3

Writing qualitative research: presentation of results, pragmatic function of writing, theories as a form of presentation, tales from the field, reflexive function of writing. descriptive summaries- The ‘Insider view’

UNIT 4

UNIT 5


REFERENCES:

**18CMJ514 Advanced Skills in Broadcast Journalism 2044**

**UNIT 1**

**UNIT 2**
Interviewing for Television and Radio – Before, during and after interview – Post-Interview summary. Interview preparation. Exercises for 2 min and 10 min interviews. Handling the difficult interviewee.

**UNIT 3**
Sound – Aesthetics, gadgets and technology – Microphones – Studio sound systems. Sound on the go. Sound bytes vs. voice over.

**UNIT 4**
Video – Multi-camera set up, camera movements and shots for news bulletins and chat shows - Writing, editing and packaging for television and radio–The making of news-based Chat Shows

**UNIT 5**

**REFERENCES**


**18CMJ515 Contemporary Issues: II 1001**

REFERENCES
1. Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times,
5. Magazines: - Outlook, India Today, Sportstar, TIME

UNIT 1
Overview of the Advertising Industry: The world of advertising and integrated brand promotion.
The advertising business. Components of the advertising industry. IMC perspectives. Types of
and impact on marketing communication. Ethics in the global advertising scenario.

UNIT 2
The Audience: Identifying target segments. Demographic, geographic, psychographic, values
and lifestyles. Usage patterns and loyalty.
The Consumer: To understand the psychology behind consumer purchases and the process of
buying decisions. The consumer learning process. Consumer behavior. Motivations, perception
and influences. The consumer decision making process. The Consumer buying process.

UNIT 3
An introduction to e-marketing basics and the tools for e-marketing: Viral marketing/ Buzz
marketing. Old media vs. digital media. Interactive media. Social media and mobile marketing.
Digital Advertising in the IMC mix. Principles of Internet marketing. Advertising, branding and
communication on the Internet. Internet advertising formats, types and online tools.
Measuring effectiveness -Consumer motivations for using internet advertising.
Online Advertising effectiveness. Eye-tracking studies. Web advertising metrics.
Research on affiliation, frequency, reach and stickiness.
Creating digital advertisements.

UNIT 4
Steps in creating the IMC Campaign: Situation Analysis. Market, audience and competition.
Setting Objectives, communication vs. marketing objectives. Budgeting for IMC.
Creative brief Explain the role of creative brief and its effect on the artistic expression in an ad or
Ads. Use of Visuals. Creative pyramid and format elements
Creative Execution: To understand and execute print advertisement layouts employing the
principles of design. Formats: Copywriting: Headlines and Subheads. Body Copy
To learn to write radio and television scripts and develop a television storyboard.
Campaign continuity.
Evaluation: Advertising effectiveness. Copy testing
Project: Creative campaign for a brand including print, television and web.
UNIT 5

REFERENCES

WEB REFERENCES
1. www.afaqs.com
2. www.campaignidia.com

NEWSPAPER REFERENCES
1. Economic times- Brand Equity
2. Business line: Catalyst

Elective Paper I (any one)

UNIT 1
Layers of Reporting: News Sources and developing contacts for reporting on each layer. Finding background - Interpretation and explanation.

UNIT 2
Beat Reporting: Building Beats, developing contacts; different beats – crime, education, courts, science, public administration, healthcare, arts and culture, politics.
UNIT 3
Electronic Sources: Documents and Databases for Journalists and Online Resources; Computer Assisted Reporting.

UNIT 4

UNIT 5

REFERENCES

UNIT 1

UNIT 2

UNIT 3
Approaching news – news sources and values – news conferences – the changing brief – copy tasting – ways of approaching the same story – preliminary research – calling up – treatment and
structure – back grounding and further research – lending focus – lending focus to a breaking news story – setting up the interview – questions and interviews – visuals and actuality – organizing the sound bite – chasing the pictures – news feed – piece to the camera – structuring the report. Horizontal-vertical tie-ups. Anticipatory trend analysis.

UNIT 4

UNIT 5
News Reading – script writing for news readers – converting agency copies to broadcast style – Reading with the teleprompter – different presentation styles based on the nature of stories.

REFERENCES

18CMJ519 Advertising Practice for Print, Web and Broadcast 3024

UNIT 1
Opening perspectives on advertising: To understand the nuances of print, web, radio and television as an advertising medium.
Creative Strategy: Print- Creative brief. Message theme. The concept and elements of print advertisement design.
Introduction to the digital advertising space: The online advertising eco system.
Practice: Designing the print advertisement. Concept, Visualization and campaign continuity. Ideation and developing concepts. Developing radio and television concepts- storyline

UNIT 2
Creative Execution: The visual. Visualisation and the art of creating print ads. Create print ads applying formats, appeal and execution styles. Designing for outdoor. Copywriting for print:
Practice: To create a copy-heavy print ad campaign for product and service.

UNIT 3
Web: Theories on web effects. Web advertising formats. Social media marketing Audiences.
Advertisers: Engaging consumers with web , consumer segmentation.
Case study discussion on effective digital advertising.
Practice: Creating an Internet communication campaign

UNIT 4
Radio commercial production: Recording a radio spot. To execute the radio script to a recorded spot/jingle/dialogue/drama. Production process. Cutting the spot: Words, SFX, Music, Voiceovers.
Practice: Record the radio commercial based on the brief, using any method-jingle, dialogue, spot, announcement, explaining the format used.

UNIT 5
Copywriting for Television: Script and storyboard. Formats for television commercials.
Mechanics of developing the storyboard.
Television commercials elements- Video, audio, music
Shot information; Distance- camera to image: LS, FS, MS, WS, CU, ECU, XCU
Camera movement: Zoom in and out. Dolly in and out. Pan right and left
Shot transition: Cut, dissolve, lap superimposition, wipe
Practice: To develop a television script and storyboard depicting the elements, shot information, camera movement and shot transition.

REFERENCES:

WEB REFERENCES
2. www.campaignindia.com

NEWSPAPER REFERENCES
1. Economic times- Brand equity
Internships are intended to give students practical work experience in Journalism, New Media, Broadcast, Corporate Communications, Event management and Advertising. It is a requisite to complete the internship in a media organization of their choice, for a period of at least 2-3 months, and submit a report. The internship report should consist of the internship certificate, company profile, nature of work done, job progress, work diary on a daily basis and documents/scanned copies of work done for the organization. For example, published news reports, photographs, design, online content, creatives. A viva voce will be held to examine the students’ internship report and learning from the industry.

UNIT 1

UNIT 2

UNIT 3
HTML skeleton. HTML tags for text. Links. Lists. HTML tags and web standards for images (graphics). Simple layouts

UNIT 4

UNIT 5
Basic methods used to generate animations. Animation Principles: weight and overlapping action, Convey emotions like joy, devastation and concern through sketchbook, Understand overlapping action by animating motion and follow through.

REFERENCES
The student is exposed to core quantitative and qualitative research process across the first two semesters. He/she ideate individually on a preferred area of research interest related to any field of Mass Communication within the traditions of social and behavioural sciences. A Research Guide is assigned to each student to help him/her through the process of preparing a Research Proposal. A 2 credit research review is undertaken at this phase (III Semester), and the student is expected to have completed the data collection and analysis.

UNIT 1

UNIT 2

UNIT 3
Lighting Principles and equipment – Basic characteristics of lighting, Types of lighting, Lighting equipments, Practical lighting problems. Emerging approaches to lighting.

UNIT 4
Daylight Photography – How to use light, Shooting in Bright sunlight. Flash Photography – Creating own light, Flash, Types and sizes, Exposure control. The plus and minus of digital technology. Shooting in harsh daylight/top light. Foreground / background techniques

UNIT 5

REFERENCES
UNIT 1

UNIT 2
Reporting for Feature Stories; Sources for News Features; Researching for a Feature Story.

UNIT 3
Interview techniques for Feature Stories – types of interviews.

UNIT 4
Writing a Feature Story; Language of Features; Types of Features. Photo features.

UNIT 5
Introduction to News Editing: What Editors do; Style and Mechanical mistakes. Common Errors in Editing

REFERENCES

18CMJ608 Technological Approaches to Television Journalism 204 4

UNIT 1

UNIT 2
Post-production and visual effects. Scenic design. Elements of Broadcast Television: Image source, sound source, transmitter, receiver, display device.

UNIT 3

UNIT 4
Challenges in the area of TV news gathering and production. Demands – professional and technological – on television newscasters facing real time broadcasting. Production and Editing of News Features and News Reports. Writing, presentation for recorded and editing modules.

UNIT 5
Putting theory into practice – Playing with devices – Final application of theoretical elements gathered from all the other modules in bringing out local news bulletins and news programmes.

REFERENCES:

UNIT 1
Case examples and video screening: Analyze the logo concept, design, brand positioning, brand personality, brand image, competition and communication for a national and international brand

UNIT 2
Product placement and co-branding strategies. Visibility. Appropriateness. To understand the significance of subtle brand messages and association with the characters in the film.
The concept of brand equity. Customer based brand equity. Sources of brand equity. Using cause marketing to build brand equity. The ‘green’ brand.
Film screening and analysis: In-film branding and co-branding strategies.

UNIT 3
Brand repositioning: The significance of positioning in the competitive market and the strategies for repositioning.
The concept of brand equity: Customer based brand equity. Sources of brand equity. Using cause marketing to build brand equity.
Case study: Positioning and re-positioning strategies. National and global FMCG and luxury brands.

UNIT 4
Brand personality: Celebrity and brand personality. Definitions to brand personality. Human-centered and emotion centered.
Design in branding: Consistency and change. Product design- logo, colour, name, typeface, graphic motifs, visual style, packaging, sound, smell, taste and touch.
Merchandise environments: Signage, A study of store-design highlighting the interplay of signs, fixtures, lighting and product displays in visual merchandising.

UNIT 5
Creating a brand: Launching new brands. To develop brand strategy and communication. Service brands. Luxury brands. FMCG branding.
Branding commodities: To focus on the shift from loose to branded products and the nuances of branding in the commodity market.
Retail branding: To study the dynamics of branding in rural and urban retail contexts.
To provide an understanding of how brand management decisions are made in practice, with attention to real-world constraints.
Case study discussions.

REFERENCES

WEB REFERENCES
http://www.jcdecaux-oneworld.com
www.brandingasia.com

UNIT 1

UNIT 2
UNIT 3
Internet, mobile, technology and practices of commerce, entertainment, work, society. Digital Public Sphere (Castells). Media and Democracy. Civic media

UNIT 4
Digital Knowledge economies. Social production of Knowledge and Information. Digital media economies (Deuze, Shirky). Online reputation economies

UNIT 5
Digital media, power and society. Restrictions on media freedom online. Digital infrastructure equality. Surveillance and privacy. Internet governance. Legal regulation. Collective action (group formation, political mobilization, activism, campaigns, governance, and global social movements)

REFERENCES


WEB REFERENCES

1. Center for Digital Discourse and Culture (Virginia Polytechnic U) - http://www.cddc.vt.edu/?q=node/1

18CMJ613 Communication Research Project and Viva Voce

During this phase, students work on their final Research Project culminating in a Viva Voce conducted by an external expert. A student will have to publish his/her research in a peer-reviewed quality journal.
UNIT 1

UNIT 2

UNIT 3

UNIT 4
Magazine Production: Graphic Strategies; Strategies for positioning body and display Type; Copy fitting and types of page makeup; Color: How to use it and How readers Perceive it. Paper- Textures and quality.

UNIT 5

REFERENCES
2. APA Stylebook.

UNIT 1

UNIT 2

UNIT 3
Applying the fundamentals concepts, genres, treatments, styles and professional approaches to pre-production, production and post-production in documentary and short film production. Conceptualizing, writing, directing and editing. Interview techniques. Sound design in visuals.

UNIT 4

UNIT 5
Editing structure and development. Non-linear, Online and Live editing. Raw footages, Assembly and rough cut, fine cut. Completion and submission of edited documentary project and short film in Mini DV & DVD format with complete packaging.

REFERENCES

18CMJ619 Corporate Communication and Event Management 3 1 0 4

UNIT 1

UNIT 2

Video case discussion on CSR campaigns.

UNIT 3

UNIT 4
Key elements of event management: Role of event management in sustaining brand image and identity.
Event Management: Event design. Event process. Event planning. Typologies of events 5 Cs of the event. Legal requirements.
Event management in India- From traditional to branded events. Target audience.
Events tourism. Cultural tourism
Event sponsorship.
Case discussion: National events: cultural and economic impacts. Olympic games: political and economic impacts

UNIT 5
Dynamics of event management and control: Overview of event management decisions in practice, real-world constraints. The concept and facets of organising an event.
After the event.
Event Practice: Planning and organizing an event.

REFERENCES
Unit 1
Health Communication.
Introduction to theories in Health Communication.
Awareness on Health Issues – Epidemic Diseases, knowledge about vaccination for various
diseases- Health campaign will be organized with the help of Medical Practitioner.

Unit 2
Radio for Social Change.
Awareness on Edaphic Issues- Soil Pollution, Water Pollution and other forms of pollution. Anti
– Pollution campaign will be organized with the help of Environmental Scientist or Journalist.

Unit 3
Social Media Activism
Awareness on Blood Donation – How a tiny red drop makes someone’s life Green. Awareness
campaign will be organized based on Eye Donation.

Unit 4
Development Communication and Social Learning
Locating the remote village where basic amenities like Water, Toilet facilities are not available-
A campaign with the involvement of government officials and social scientists.

Unit 5
Participatory Communication for Social Change
Organic Farming- Awareness of Organic Farming. Benefits of organic farming in the
materialistic world. A campaign cum workshop will be conducted by inviting experts from
Agricultural Husbandry.

REFERENCES
   & Unwin.
   Technologies Along the Sacred Ganges. Routledge.
   Altruism. Routledge.
   New Delhi: Atlantic Publishers
   India. Basingstoke: Palgrave Macmillan.
   Global Food System. University of Iowa Press.

Unit 1
Introduction to rural broadcasting.
Rural life and issues. Cultural ecology-Anthropological approaches- traditional social activities-
translocalruralistic features.
Practical: Visit any rural area for making detail analysis on the topics during weekends.

Unit 2
Rural communities.
Analysis of social and political life in a rural community. Caste / class dynamics and regional influences.

Unit 3
Scope and Impact of broadcast journalism in rural development.
Two day workshop by an external expert from the broadcast industry on the rudiments of script writing focusing on rural aspects/ communities.

Unit 4
Practice on Scripting.
Focus on covering special issues concerning rural women, youth, farmers, self-help groups cottage industries etc.

Unit 5
Developing the final script for rural broadcasting that will have practical application in the field.
Final evaluation by the external expert.

REFERENCES

WEB REFERENCES:

Sylvia BiraahwaNakabugu, The Role of Rural Radio in Agricultural and Rural Development Translating Agricultural Research Information into Messages for Farm Audiences
http://www.fao.org/docrep/003/x6721e/x6721e31.htm